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July 26, 1975
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. . . TERRIFIC

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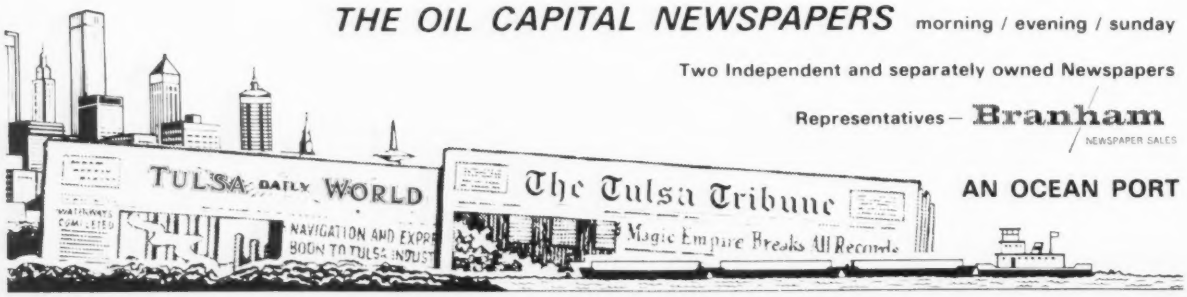

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FIRST in total circulation.

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EDITOR & PUBLISHER CALENDAR OF EVENTS

JULY

28-August 1—Electronic Editing for the Newsroom, ANPA Research Institute Training Seminar, Easton, Pa.

29-August 1—Newspaper Advertising Cooperative Network Seminar, Pfister Hotel and Tower, Milwaukee, Wisc.

AUGUST

4-8—Photo Communications 75, Color Workshop in Photojournalism for college credit, Rochester Institute of Technology, Rochester, N.Y.

8-9—West Texas Press Assn. Summer Convention, La Quinta Inn, San Angelo, Tex.

10-12—SNPA Eastern Division Production Conference, Hyatt Regency, Atlanta, Ga.

10-13—SNPA Foundation Workshop: The City Editor's Job, Georgia State U., Atlanta, Ga.

11-15—ANPA Research Institute Training Seminar, Direct Plate Quality Control, Easton, Pa.

13-16—Canadian Community Newspapers Assn. Convention, Bessborough Hotel, Saskatoon, Sask.

14-16—West Virginia Press Assn. Annual Meeting, Lakeview Country Club, Morgantown, W. Va.

16-19—Assn. for Education in Journalism Annual Convention, Carleton University, Ottawa, Ontario.

17-20—New England Association of Circulation Executives, Wentworth by the Sea, Portsmouth, N.H.

22-24—Mid-Atlantic Newspaper Advertising Executives Assn. Summer Meeting, Blockade Runner Motel, Wrightsville Beach, N.C.

25-29—ANPA Research Institute Training Seminar, Management Orientation to New Technology, Easton, Pa.

27-29—International Circulation Managers Association Legal Symposium, Marriott Hotel, O'Hare Airport, Chicago.

31-Sept. 5—ANPA-INPA Newspaper Executives Marketing Seminar, Harrison Inn, Southbury, Conn.

SEPTEMBER

6-9—N.Y. State Publishers Assn. Annual Convention, Buck Hill Inn, Buck Hill Falls, Pa.

7-10—SNPA Foundation Seminar, Living with Less Energy, Georgia Institute of Technology, Atlanta, Ga.

7-10—ANPA Foundation for Newspaper Journalists: Making Statistics Come Alive for Readers, Ohio State U., Columbus, Ohio.

7-11—Texas Daily Newspaper Assn. Summer Meeting, Harrah's Club & Hotel, Lake Tahoe, Nev.

11-13—Mid-America Newspaper Conference Meeting, Rock Lake Lodge, Table Rock Lake, Mo.

11-13—PNPA Classified Clinic, Meadowlands Hilton Inn, Washington, Pa.

11-14—New York Press Assn. Fall Convention, Mohawk Mountain House, New Paltz, N.Y.

12-14—Pacific Newspaper Mechanical Conference, Senator Hotel, Sacramento, Calif.

13—National Federation of Press Women Regional Meeting for Ohio, Kentucky, and Indiana, Ramada Inn, Sharonville Ohio.

13-14—Ohio Newspaper Classified Clinic, Pick-Ft. Hayes Hotel, Columbus, Ohio.

14-26—American Press Institute Advertising Executives Seminar for Newspapers under 75,000 circulation, Reston, Va.

16—Canadian Press Fall Meeting of the Board, Vancouver, B.C.

17-18—Canadian Daily Newspaper Publishers Assn. Board Meetings, Vancouver, B.C.

17-19—Minnesota Symposium on Visual Communication, Minneapolis College of Art and Design, Minneapolis, Minn.

18-20—Interstate Advertising Managers Assn., Host Inn, Harrisburg, Pa.

19-21—Illinois Newspaper Production Conference, LeClaire Hotel, Moline, Ill.

19-21—Maryland-Delaware-D.C. Summer Conference, Sheraton-Fontainebleau, Ocean City, Md.

21-23—Central States Circulation Managers Assn., Marriott Hotel, Lincolnshire, Ill.

26-28—Ad Executives Assn. of Ohio Daily Newspapers, Marriott Inn, Columbus, Ohio.

28-Oct. 1—International Newspaper Promotion Association Eastern Region Conference, Wychmere Harbor Club, Harwichport, Cape Cod, Mass.

28-Oct. 10—American Press Institute Management and Costs Seminar for Newspapers under 75,000 circulation, Reston, Va.

Vol. 108, No. 30 July 26, 1975; Editor & Publisher, The Fourth Estate is published every Saturday by Editor & Publisher Co. Editorial and business offices at 850 Third Ave., New York, N.Y. 10022. Cable address "Edpub. New York." Second class postage paid at New York, N.Y. and additional mailing offices. Titles patented and Registered and contents copyrighted © 1975 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription $12.50 in United States and possessions, and in Canada. All other countries, $35.00.

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He worked all day for Lederle– then he worked all night to help save a little girl's life.

It was a cold Monday night in Tyler, Texas. H. C. Rodgers, a Lederle Laboratories Medical Service Representative was relaxing after a full day calling on physicians, pharmacists and hospitals. The phone rang. It was the emergency room of a community hospital 70 miles away. "We need anti-rabies serum for a little girl. And we need it fast!" Emergency calls to a Lederle representative are not unusual. Mr. Rodger's reply was immediate—"I'll bring it to you personally." He called the Lederle Distribution Center and arranged to meet a fellow Lederle employee 30 miles outside of Dallas. The coordination between Mr. Rodgers and the Distribution Center saved over 60 minutes when every minute was crucial. He would still have to drive over 150 miles to the hospital.

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Several hours later and finally home again he received another call. "Thanks." "She's out of danger."

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CATCH-lines

By Lenora Williamson

MY TIME IS . . ." An unsuccessful gubernatorial hopeful in Kentucky sent the *Louisville Courier-Journal* a bill for $100 for sitting still for a 45-minute interview that never saw print. He tendered the bill with a note, "My time is as valuable as yours and I shall expect that you pay for the time."

* * *

AMONG THOUSANDS OF SCHOOL CHILDREN who visit the *Toronto Star* during the school tour season, the press room draws the most comments—and the data processing centre is a close second. In the house newspaper, *Starstaffer,* Brigitte Groth writes that tour thank-you letters often are unintentionally humorous. One youngster wrote, "I like the design of the building. I think that it is a good sort of building to have a newspaper made in it. It looks small and thin from the outside, but when you get in it, it's very fat and big."

And another: "I like the lobby. I like the presses that print the newspaper. I wish I could use elevators." One boy confessed that before he came to the Star, he didn't know anything about it. "After the trip I learned how the machines work, what they look like and that they stack themselves." Another "learned a lot of things like making the steal plates and they got good food in the cafeteria."

Summing it up best perhaps was the philosophical observation in one elementary school student's letter. "I have learned that it takes more than just a lot of thoughts to make a newspaper."

* * *

LEFT-OVERS from the great garbage grabs—Tom Dowing *Washington Star* columnist, took a mini-poll of 200 people in the newsroom on the moral and journalistic propriety (Is there a difference?) of trash-grabbing for news. Eleven said o.k.; nine disapproved.

* * *

FUNNY THINGS HAPPENED on the way to 125 years of newspaper history, Harry Jones wrote in a *Salt Lake City Deseret News* column for the anniversary section recently. He notes that when Theron Liddle was city editor, he was forever chiding a young reporter for jumping to conclusions. This went on for several weeks and then one day, the reporter handled the story of a man who leaped to his death from a seventh floor window.

"Now there is a man, who jumped to a conclusion," the reporter said, handing the story to Liddle.

Jones explained why the word "flop" is written on pictures. So, it happened that the word was written on the back of a picture of a very pretty girl announcing her engagement, and the picture subsequently was returned to her mother. Next came an irate phone call from mama declaring that indeed her daughter was not a flop, that "she had been chosen queen of the Green and Gold Ball among other achievements."

* * *

WHEN COMPLAINING in a broadcast essay about the misuses of the adverb "hopefully" by journalists, politicians, and headwaiters, ABC News correspondent Harry Reasoner said that wrong use of "hopefully" was one of three most common word errors but didn't mention the other two. A listener wrote in rather testily to ask what the other two errors were and whether Reasoner expected to stir up enough interest to get another commentary out of all this.

Reasoner forthwith explained that the other two "older and less faddish" errors were confusion between "infer" and "imply" and "verbal" and "oral."

He conceded the battle may be lost. "We may be coming to the day foreseen in an old college humor magazine joke. That was a story about the professor of English addressing his senior seminar. There are two words, he said, which I will not permit in this class. One is "swell" and the other is "lousy."

"Fine," said a voice from the back of the room. "What are the words."

C.P.M.

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INDEX TO THIS ISSUE

Calendar 2

Catchlines 4

Letters 7

News People in the News 18

Photo 22

Shop Talk at 30 32

Syndicate page 25

Microfilms of Editor & Publisher are available from Micro Photo Division, Bell & Howell, Old Mansfield Road, Wooster, Ohio 44691

More on strikes

The public has been saved from the results of a series of strikes which would have been disastrous to the economy. Railroad workers and postal employes seem to have decided that under present economic conditions it is better to compromise one's demands than to attempt to impose them by a costly strike.

A guarantee of job security, however, which the postal workers obtained strikes us as a guarantee of the public's financial support for inefficiency. How can the public benefit from cost-cutting automation in the postal service if there can be no reduction in manpower?

The reasoning of public and union negotiators gets so involved it makes no economic sense. It is like the Newspaper Guild which a week ago said in the same breath mandatory retirement clauses should be eliminated and any economic reduction in force should be by attrition. It sort of puts the union hand in hand with Death—how else is it going to work?

The strike at Canadian newsprint mills by two of three major unions also seems like folly, as most strikes do. The unions are seeking extraordinary wage increases at a time when demand and consumption of newsprint has been depressed around 10%, at a time when consumers have built a stockpile of two to three-month reserves, and a time when mills have been cutting back on production schedules because of the drop in demand.

Who is going to win in such a situation? Nobody! It is not likely that Canadian mill workers will price Canadian newsprint out of the world markets because there is no available alternate supply to replace it. However, the price of newsprint can be pushed so high that consumption will continue to decline bringing a reduction in production with mill shutdowns and layoffs.

Who wins? No one, least of all the mill workers who will be out of jobs.

50th Syndicate Directory

E&P's first annual directory of syndicated features was published with the issue of October 18, 1924. The 50th directory appears with this issue—60 pages of cross-indexed listings and ads compared to 20 pages then. Two editions were skipped during World War II.

The changing times could not be better described than through a comparison of two E&P stories—one appearing in this issue, and the other which appeared Oct. 18, 1924.

More than 3,000 newsmen were assigned to give print and broadcast coverage during the last two weeks to the first joint space effort—the link-up of U.S. and Soviet space vehicles.

In 1924, 100 reporters, photographers and telegraphers gathered at "the clearing in the Jersey pines which is the Lakehurst Naval Air Station" to cover the arrival of the Zeppelin ZR-3, "the greatest dreadnought of the air ever constructed."

A comparison of the syndicated offerings to newspapers now and then is pretty much in the same proportions—qualitatively as well as quantitatively.

letters

DEDICATED

Your article (7/5, P. 30) "Women Sales Reps Brighten Madison Ave Ad. Beat" is enlightening.

During my many years in advertising on both sides of the fence, buying and selling, I have found women to be very dedicated to their jobs. In many instances they have been more efficient than men. That was long before women's lib was even getting lip service.

S. AUSTIN BREW

(Brew is national ad consultant for the Ridgewood Newspapers of New Jersey.)

* * *

CHEERS

Hurrah for Al Capp!

What the controversial storyteller/cartoonist said is all too true. Mr. Capp would not have been given the space to say it if it weren't a part of "The Last Hurrah".

As a forty-year broadcaster, now peripherally involved with newspapers, I comment that Mr. Capp's observations are only *part* of the newspaper's problems. It goes much deeper than that. It can be summed-up in the response, by one of the *major* syndicates' answer to the question, "Why don't you have gossip columns anymore?" "The columnists are all dead." he said.

This creative response and spirit dominate the Fourth Estate. Today, electronic journalism *is* news. If newspapers would forget their preoccupation with the First Amendment and recall the great days of the 'tabloid', Hearst, Winchell, Sullivan, Kilgallen, Gallico and the like, they would recognize their mission today is to *inform* and *entertain;* knowledge and excitement, their product!

The American Press has taken two hundred years to do what television has done in 20 years. Become a crashing bore!

JOHN C. GILMORE

(Gilmore works with Telestar Productions & Publications of Westport, Conn.)

* * *

FUTURE PAPER

Some of my publisher friends whom I've been haranguing for several years have asked what made me make a 180-degree turn. This was because I was recently quoted in *Newsweek* as: "The compact format is the newspaper of the future."

Quite to the contrary, I have been saying, "The *6-column format* is the newspaper of the future."

Six columns on a broadsheet page allows setting of body type at or near the "optimum line length", that measure which affords maximum readability. When the web is narrowed, even the 6-column format allows column-widths barely above the lower end of the readability range.

Furthermore, as I have screamed in all sections of the country, the narrow web is inefficient and actually does not effect economies. For it wastes the costly productivity of the press cylinder. It costs as much to operate a press that produces a 56-inch printing width as it does to produce 60 or 62 inches. Ultimately it will cost more because we'll have to use more pages with all the attendant per-page costs that cannot be lowered . . . film, photopaper, plates, manning, etc.

The only real way to save newsprint is to maintain the widest possible web the press will handle, reduce the number of pages, thereby reducing the total area of advertising . . . but setting rates so total ad revenue is maintained.

Of course, this is raising rates, the gambit so many newspaper executives fear. But maintaining the same line rate and then reducing the width of the column—from one-eighth to one-ninth of the page width—is also raising rates. If a grocer "maintains" his rate by selling a loaf of bread at the old price of 50¢ . . . but takes two ounces off the weight, he is raising his price. So we raise ad rates when the ad column is narrowed. And our customers know it, don't you worry!

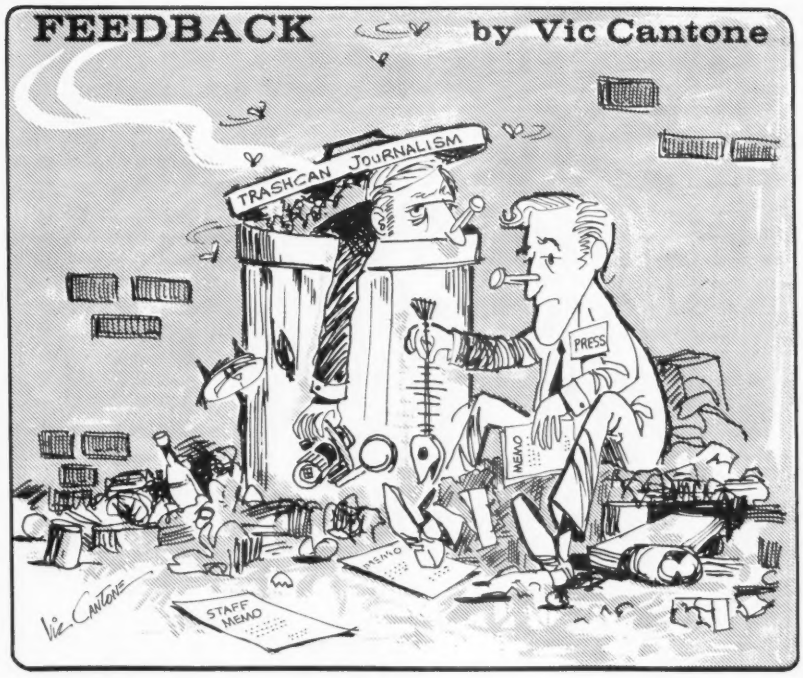
For the sake of the readability that is the lifeblood of our newspapers, as well as for essential economic wellbeing of the industry, I continue to urge:

Use the optimum line length (about 14½ picas) and

Use the full capacity of your press cylinder.

EDMUND C. ARNOLD

(Prof. Arnold says he has been an early and active advocate of the 6-column format and has been a consultant to many newspapers that have adopted it, including the pioneering *Louisville Courier-Journal* and *Times*, *National Observer* and *Christian Science Monitor*. He works for Syracuse University.)



GUN MAN

You imply surprise (July 5, p. 33) that the NRA, "which frequently attacks the press for its editorials on the misuse of firearms," should have invited journalism students to cover a shooting match. I fail to detect any inconsistency, I myself happen to be a journalism graduate, a former journalism professor, and the father of another journalism graduate who is now managing editor of a weekly newspaper, the *Germantown* (Pa.) *Courier*.

Editorially, I have criticized some newspapers (not "the press" collectively) because their editorials and coverage of the gun control issue has been outrageously, incredibly warped. The latest Gallup Poll coverage is just another example, as we point out in the *American Rifleman* for August.

ASHLEY HALSEY, JR.

(Halsey is editor of The American Rifleman, published by the National Rifle Association.)

Short Takes

Proxmire and Thurmond have had hair transplants—in the sprouting stages their newly transplanted hair looked like grass peeking through the ground during a spring thaw. Proxmire went one better and had his fame lifted. —*Milwaukee Sentinel.*

* * *

The pageant is billed as a bull-scale production based on the theme "Moving On," . . . — *The El Paso Times.*

If you spent over $1,000,000 in The New York Times Magazine, where would it get you?

Stanley Blacker knows.

Stanley Blacker, president of Stanley Blacker, Inc., manufacturers of men's wear.

"In the 20 years we've been in business, 85 per cent of our advertising expenditure—well over $1,000,000—has gone into The New York Times Magazine.

"We were anxious to reach that unique audience that only The Times offers: trade and consumer. Today, we attribute our countrywide distribution to our advertising in The Times Magazine. From no stores we have gone to 2,500 better department and specialty stores carrying the Blacker line.

"Another thing we feel is a result of our exposure in The New York Times Magazine is the brand acceptance we enjoy. When we come out with something new—and we carry everything in men's clothing from sport jackets and suits to leathers and suedes—our customers call us with their orders.

"Frankly, I cannot imagine anyone in the ready-to-wear business—from the biggest and best known names to the smallest newcomer—not reading the Sunday Times."

The New York Times Magazine

So special it leads a life of it's own . . . all week long.

Stanley Blacker advertising agency: Edward M. Meyers Associates, Inc. of New York

Apollo-Soyuz mission: P. 1 'round the world

By Carla Marie Rupp

The union in space between Apollo astronauts and Soyuz cosmonauts this week marked a historic moment fraught with scientific and political importance. But the union on the ground below between Soviet and American news reporters was equally interesting, if not as historic.

While space travelers streaked around the earth for a final meeting point, more than 2,015 members of the press representing 27 countries scurried below as NASA accredited journalists.

The ranks included the famous as well as the novice. Veterans like Al Rossiter Jr. (UPI), Howard Benedict (AP) and the *Chicago Sun-Times*' Bill Hines staged a mini-reunion of their own. Meanwhile, newcomers briefed by NASA scrambled between Houston and the Kennedy Space Center at the Florida Cape, where approximately 790 newspersons covered the launch.

Among the new faces was the President's daughter, Susan Ford, in the midst of a six-week photo internship with the *Topeka* (Kan.) *Capital-Journal*. Photographed just as much as she photographed others, Ms. Ford took three photos that her boss, Rich Clarkson, used.

Far from the U.S. or other homelands, some 600-700 newspersons covered the event from Moscow where non-Russian journalists reported from the Intourist Hotel using tv monitors of the Baikonur lift-off.

The 24 Soviet newsmen at Houston's Space Center covered the American part of the launch from tv. They would have also been welcome at Cape Canaveral but chose not to cover there.

The Soviet news agency Tass sent an abundance of stories out of Houston to the several thousand papers, radio and tv stations it services. The Tass bureau chief in New York, Gennadi Shishkin, told E&P: "I'm very pleased. I think it's very great. It was a wonderful and happy news event for us, and it was a pleasure to report on such a good development as a common venture in space."

Tass' reporter Albert Bobikov went from the New York Rockefeller Center office, as well as a Soviet photographer. The Tass special correspondent from Moscow Vitaly Chukseev was also sent to Houston. Chukseev told American reporters that there was "quite a lot of information available from various sources on the American side and on the Soviet side."

"Most of their stories were front page in the Soviet Union," said Shishkin. "The coverage of the launch was adequate. In Houston we also tried to get reactions from people. We worked very hard to provide coverage on this very important event. It was a very interesting story from a human point of view. The handshake in space," said Shishkin, "was unusual. It's symbolic. It's good. Let them (the Soviets and Americans) shake hands." The Tass agency has a direct teleprinter service round-the-clock between New York and Moscow.

For the first time on a space story, the Associated Press, United Press International and Reuters were able to use their computers.

Reuters science writer Walter Bagley went directly to Houston to report on events, while science editor Len Santorelli (from London) was at the Cape first before heading to Houston. Reuters' Washington correspondent Lars-Erik Nelson, who speaks fluent Russian, was also at Houston, along with a large technical staff to take care of the computers.

All of AP's writing out of Houston was on a half dozen portable CRT's. It was the first major use of this equipment although an AP golf writer had used the computer previously. UPI had three video display terminals called Datanews, 1200-word-a-minute teleprinters.

Henry Shapiro, UPI Moscow bureau manager for 36 years who retired two years ago and is now a visiting professor at the University of Wisconsin, joined the UPI staff temporarily in Houston to lend his expertise in space and political affairs. Shapiro, who speaks fluent Russian, did several analytical pieces, observing in one story that for all practical purposes the U.S. astronauts and the Soviet cosmonauts appeared to speak one language—the Americans spoke Russian and the Russians English, both with fractured grammar, but they achieved perfect understanding.

UPI had 15 persons on the space story, including four broadcast people and five photographers in Houston and four persons in Moscow.

Rossiter covered at both the Cape and in Houston. As UPI's science editor in Washington, he was joined by Ed DeLong and Bruce Hicks, Don Reed, general news editor for the Southwest from Dallas and Moscow bureau manager Jerald Loughran.

A total of eight different voice line circuits were heard by the reporters, said Rossiter. Some carried radio communications from the Apollo, some communications from the Russians and commentary from the Mission Control centers. Eleven paper couriers worked these. And there were three closed tv circuits, part in Russian and mostly in English.

"Still as fascinated"

Bob Johnson, managing editor of the AP, told *E&P* this week after returning July 21 to New York from Houston: "With Gemini 4 there was a certain glamour, excitement and novelty, but since then men have walked on the moon and people have tended to become a little blase about space flights.

"But newsmen always get caught up in it. You work in a kind of isolation, in an enclosed office, round-the-clock. News people on the space stories put in 12 hours or more. They just don't want to leave the story. You hear all of the space conversation between the astronauts and Mission Control, and this time between the astronauts and cosmonauts. You get wrapped up in it.

"Newsmen are still as fascinated by it as they were before. They know more about it. Even though you know what to expect, that doesn't lessen the fascination," Johnson said.

Bob Johnson was Texas bureau chief in Dallas from the time of Gemini 4 to Apollo 9.

He sent four AP men to cover the launch at the Cape: Howard Benedict, once aerospace writer in Houston and now in Washington; Reid Miller, Houston bureau chief, in charge at the Cape; Harry Rosenthal, a Washington staffer, and Fred McFeely, a Jacksonville, Fla., correspondent. Benedict and Rosenthal flew to Houston after Apollo was in orbit.

In Houston, AP had Paul Recer,

(*Continued on page* 26)

Pittsburgh strike agreement pending

A tentative agreement between the Pittsburgh Press Company and the Teamsters local 211 was reached Tuesday night, July 22. The agreement awaits ratification by union members which was scheduled for vote late Thursday, July 24, as EDITOR & PUBLISHER went to press.

The month-long strike is being mediated by Kenneth E. Moffett, director of Federal Mediation and Conciliation Services, who held a meeting July 21 with the union and press management.

The strike began June 27. If it is resolved, the press is expected to go back into publication on July 28.

Food companies urge better coupon system

By Darrell Leo

The use of preprinted inserts for couponing began years ago as a dribble in the sea of newspaper advertising. Today, however, prompted by bargain-minded consumers, manufacturers have increased the use to a point where that little dribble is now an ocean, accounting for over 30 billion coupons in 1974.

But whether that preprint boom is just another fad in the world of marketing or whether it remains depends largely upon the newspaper, according to Hugh J. Cavanaugh, manager-coupon services for General Foods Corp.

Speaking at the International Newspaper Advertising Executives sales conference in Denver, Cavanaugh told newspaper staffers that, "The use of preprints to deliver coupons with ad messages has been the fastest growing method over the past few years. It has even out-paced the tremendous growth in overall couponing that has occurred since consumers have become more concerned with food costs."

He cited figures from the Nielson Clearing House which estimated an increase in preprint use of 75%. Coupons during 1974 increased by 10%.

Cavanaugh added, "At General Foods we have found that coupons in preprints during our past fiscal year accounted for a share of all coupon delivery that was even larger than the Nielson estimates."

Distinct advantages

"It is somewhat surprising to me that it took so long for our industry to recognize this delivery method. We have for many years been couponing in newspapers . . . Newspapers provided us with distinct advantages to deliver our coupons such as:

—"Broad, immediate (one day) reach of the households in our most important markets. (This is not available to use with mail delivery methods.)

—"Fast redemptions. Newspapers are a daily medium and the consumers make immediate decisions about using our coupons the day they read the paper.

—"Grocer tie-in potential. The Local grocer selling our products uses newspapers extensively for advertising. He feels comfortable with this medium and is inclined to feature and merchandise our couponed products when they appear in the local paper.

—"Short lead times, compared to other coupon delivery methods, local newspapers allow us to make quick decisions which are often required in highly competitive product categories."

Still, he said the preprint versus the ROP in-paper coupon fares much better, sometimes as high as 75-100% better. As well, the preprint gives visual impact, coupon removal ease, consumer anticipation of programs.

While Cavanaugh was generally in praise of the growth of the preprint, he added, "But, as with all advertising and promotion techniques, all is not perfect.

"The rapid growth of this method has resulted in various problem areas of which we all need to be concerned. This concern should be equally shared by the couponer, the insert supplier and the newspapers, since, unless corrected, they could reduce the effectiveness and efficiency of this medium."

He said one of General Foods concerns was the duplication of insert programs in the same newspaper on the same day. "We feel this results in a dispersion of interest, and promotional impact. . . . We would like to suggest that you consider a limit of only one preprint with coupons per insertion date."

Multiple insertions, Cavanaugh said, are another problem. They result in a household receiving more than one of a company's coupons which may be redeemed against a single item purchase. This, he said reduced the effectiveness of promotions. As well he said some households don't receive a coupon at all while their neighbors receive two or more.

"Thus our need for broad household coverage suffers. We know for the most part you take steps to oversee the proper insertion of your machines. We are asking that you continue and even increase the checks you are now using . . ."

Insertion date changes also cause problems, he said. Usually a case of too many inserts for a single day, the problem causes national advertisers unbelievable logistics problems. "We can sympathize with you in that you have more than your capacity will allow and the local department store or bank is a steady day-in-day-out customer. We only ask that you consider our dilemma when this happens . . ."

And, of course, Cavanaugh cited increasing rates as his final problem. ". . . we have become alarmed by the increase in media insertion rates over the past year. Just about a year ago a national run averaged $12.50 per thousand for media while today that same circulation averages $16.00 per thousand. That is a 33% increase . . ."

"We, at General Foods, clearly recognize the inflationary pressures upon all of business but we are concerned that this level of increase will quickly eliminate the most important advantages of couponing through preprints, that is favorable cost per coupon redeemed.

He said that other methods begin to look "more attractive" as cost rises. "We understand that some newspapers felt preprints were absorbing ad revenue they normally received . . . This was not proven to be the case.

"We can't place the blame for these cost increases equally on all newspapers. Some have held steady, others have increased modestly but a few have actually doubled their rates. Some are now as high as $30-35 per thousand. These few overly-priced papers have been dropped from media lists offered by insert suppliers, since it reduces the economy of their co-op programs."

Cavanaugh also added that the coupon boom presented many new opportunities. Many of those hinge on action from newspapers. For example, he cited the need for more detail circulation information, security and control, announcement and promotion of the coupon concept and consumer feedback.

"The growth of preprints as a couponing device has been substantial," he said, "and will remain a significant portion of all coupons delivered . . ."

Cavanaugh said the print media is getting the lion's share of the business now and that the newspapers' share is "probably stronger than ever."

"But will it stay that way?" he asked. "That is the key question. I hope you will seriously consider, discuss amongst yourselves and then feedback your thoughts and ideas to couponers like General Foods.

"If all of this comes together, couponing in preprints has a good, strong, future. If we are unable to cooperate, our brands will drift off to other methods, that better answer their needs," he concluded.

UPC scanners

In a related presentation at the INAE summer meeting, the Newspaper Advertising Bureau and a representative from the supermarket industry joined hands to give INAE members a view of what the food business will be like with the advent of the Universal Product Code and in-store computerized scanners.

Richard L. Neale, vicepresident-food ad sales for the bureau, said that data obtained from scanners which read a UPC at the checkout counter is now demonstrating the tremendous impact of newspapers ads.

He said the bureau has arranged to receive the product movement data generated by computerized scanner systems from five supermarket chains and is negotiating for the information with two others.

These systems are showing sharp upward surges due to newspaper ads of both national and retail advertisers, Neale confirmed.

As of May 1, the UPC is on 60% of

(*Continued on page* 11)

all grocery department items in major stores. By year's end that number should reach 92%. As well some 100 stores will be using scanners to read the information by January 1, 1976.

He added, "They (scanners) make it possible for manufacturers as well as retailers to really see what moves when, and through what stores."

Speaking on behalf of the supermarket industry, Milton Perlmutter, president of Supermarkets General Corp. in Woodbridge, N.J. told of the advantages the UPC and computers will have for the stores. They will, he said, result in reduction of store size, savings for the customer due to lower overhead and as well mean quicker service.

"With a computer system you can have an automatic daily control on inventories and a capability of re-ordering automatically. This kind of control has broad implications," he said.

Perlmutter said supermarket operators "have encountered an extraordinarily high level of confusion and misunderstanding about what this system is and what benefits it can deliver. . ."

"What we need most of all now is time to test them. We ask the public to try to understand this new technology and at least to suspend judgment on it until we have had time to try it out."

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Job hunter uses national tv ads

In the second phase of its television experiment, Snelling & Snelling, an employment service agency, is launching a $340,000 national network tv campaign to attract candidates to fill jobs listed in its 530 offices.

Handled by Weightman Inc. of Philadelphia, the ads reportedly have increased traffic by 27 percent. No information on the high unemployment rate was announced.

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John Lang heads NASA-National

John Lang of the Hearst Advertising Service was elected president of the Newspaper Advertising Sales Association at its annual meeting.

Ted Rathbone of Mathews, Shannon & Cullen was elected executive vice-president and Jerry Parichy of the *Chicago Tribune* was named vice-president. Clark Akers of the *Los Angeles Times* is the new secretary and Howard Dryer of Scripps-Howard Newspapers is the new treasurer.

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Telegram adds Parade

The *Worcester* (Mass.) *Telegram* will distribute Parade magazine starting October 12. It is the 110th newspaper bringing the total circulation to 19,181,895.

8 (and 9) Columns			
Cols	A	B	C
1	1¾"	1⅝"	1½"
2	3⅝"	3⅜"	3⅛"
3	5½"	5⅛"	4¾"
4	7¼"	6¾"	6¼"
5	9⅛"	8½"	7⅞"
6	11"	10¼"	9½"
7	12 13/16"	11 15/16"	11 1/16"
8	14¾"	13¾"	13¼"
9	16¾"	15⅛"	14⅞"

6 Columns			
Cols	D	E	F
1	2¼"	2 1/16"	2"
2	4¾"	4⅜"	4¼"
3	7¼"	6¾"	6½"
4	9 11/16"	9 1/16"	8¾"
5	12 3/16"	11⅜"	11"
6	14¾"	13¾"	13¼"

ADS—Key to standardization

In the coming weeks, publishers, ad directors as well as retail and national ad personnel will receive a pamphlet detailing a program called ADS: Advertising Dimension Standards.

The first part of an effort by the American Newspaper Publishers Association, ADS presents the kind of standards that advertisers and their agencies have demanded, yet hopefully allows newspapers to go on their independent ways.

For ADS to be successful and beneficial, it must be used. The first step is to determine what kind of ADS newspaper your's is. ADS-A newspapers are 8 column or 9 column papers with makeup widths of 14¾ inches. ADS-B have between 13¾ inches and 14¾ inches. Those between 13¼ inches and 13¾ inches are ADS-C.

For six column formats, ADS-D are those with 14¾ inches or more. ADS-E are 13¾ inches to 14¾ inches. ADS-F are those with 13¼ inches and 13¾ inches.

Once a newspaper determines what type of ADS it is, Otto A. Silha, president of the Minneapolis Star & Tribune Co. and ANPA Format Committee chairman, suggests it contact all its clients, as well as the ANPA and the Newspaper Advertising Bureau.

After all that is done, its just a simple matter of using the charts to make sure that ad make-up and column widths conform closely so that material sent by retailers and agencies will be able to reproduce correctly. A three column wide ad for an ADS-A newspaper for example should measure 5½ inches wide, for example.

A more detailed explanation of how 8 (9) column newspapers and 6 column newspapers can be found in the ANPA ADS booklet.

But as Silha reminded, not every newspaper's makeup width can conform exactly to the ADS. Still, he said "almost every standard size newspaper in this country and Canada can fit into or adjust to" the ADS system while maintaining its own distinctive appearance.

Fair trade big issue in L.A. Times trial

By Gerald B. Healey

An action seeking injunctive relief from alleged antitrust violations brought by 3 home delivery and street sale dealers against the *Los Angeles Times* is currently in the pretrial stage.

The plaintiffs—Floyd W. McKinsey, Horace W. Howland and Robert W. Ash—allege in an amended complaint that the Times unlawfully establishes (1) the resale price of the paper, (2) dealers' territories, (3) dealers' profits and (4) market value of dealerships.

According to Times' general counsel Robert C. Lobdell, principal issues which will be tried in U.S. District Court, Central California District, when discovery proceedings have been completed are:

Pending before the court is a motion for partial summary judgment brought by plaintiffs to have the fair trade program of the Times declared invalid. The Times' fair trade program imposes a maximum ceiling on the resale price of the newspaper. This is one of the principal issues of the case.

Other reasons that the court case may take precedence are that several other lawsuits filed by various additional circulation dealers are now pending (E&P, May 31) which are mainly in the pleading stage and which contain similar or related antitrust allegations.

These cases are not expected to go forward pending a decision in the action for injunctive relief. Other suits seek monetary damages and a jury trial.

In various responsive pleadings to the litigation the Times has denied the plaintiffs' allegations and has asserted various affirmative defenses.

Terms of agreement

Plaintiffs allege that defendant Times Mirror Co, and the 3 dealers entered into contracts that consisted of enforcing written agreements with home delivery and street sales dealers which provide that they will not assign or hypothecate their agreement with defendant or any rights . . . without the written consent of the defendant.

In the event of termination (agreement) by the defendant, within 30 days after such termination (is) effective the defendant will pay plaintiffs a sum fixed by defendant,

The dealers' suit alleges conspiracy, which has as its purpose the controlling of the purchase and sale of the Los Angeles Times home delivery and street sales dealerships and the prices thereat.

The contract, combination and conspiracy occurs and occurred (for nearly 7 years) within the flow of interstate trade and commerce and in violation of the Sherman Act, the plaintiffs contend.

Various specific acts are charged "which threatened and continue to threaten loss and damages to plaintiff."

In the case of McKinsey, he contends he was required to purchase from defendant as a condition for becoming a Times home delivery dealer 2,617 home delivery subscribers at a price of $3.50 per subscriber for a total purchase price of $9,159.50. About 3 years later McKinsey was required to sell to defendant (another territory) 2,415 home delivery subscribers, for a total sales price ($3.50 per subscriber) of $8,452.-50.

That (1 month later) McKinsey was required to purchase this same territory (2,248 home delivery subscribers at $3.50 each) for a total purchase price of $7,868.

In the event defendant terminates McKinsey, he is required to sell his home subscribers to defendant for the sum of $3.50 multiplied by the average number of bona fide subscribers to the Times in the territory assigned to McKinsey during the 12 calendar months immediately preceding the effective date of termination, the plaintiffs allege.

One of the effects of defendant's control of the purchase and sale prices of the Times dealerships "is to provide defendant with interest free working capital," the suit continues. That allegation extends, according to the suit, to preventing dealers from realizing the true market value of their newspaper distribution business.

Comparable newspaper dealerships in other metropolitan areas of the U.S. sell from $25 to $50 per subscriber and customer; another effect of defendant's purchase and sale of all Times dealerships is to "restrict the persons and entities to whom said dealerships may be sold."

The injunction plea also asks that the defendant be forbidden from "advertising, printing or suggesting the prices at which the public should purchase the Times newspaper and the prices at which retail stores and newspaper carriers should purchase the Times; splitting, altering or in any way unilaterally changing the territories in which home delivery and street sales dealers, including plaintiffs, sell the Times; requiring dealers to confine their sales of the Times to a particular territory; refusing to permit home delivery dealers for the Times to sell . . .

(*Continued on page* 24)

American reporters still in Saigon

Oddities, but well-treated

By Alan Dawson
United Press International

(Editor's Note: Alan Dawson, UPI bureau chief in Saigon, is one of two remaining American reporters in the Communist-held country. The other is Frances Starner, an American freelancer. As of press time for Editor & Publisher, the condition of the two reporters had remained much the same as Dawson details in his story that follows.)

The few Americans left in Saigon since the Communists took over April 30 have become curiosities.

We have met no harassment and surprisingly little hostility.

From time to time I have detected a glare but most Saigonese simply gawk as an American walks down the city's main street.

Perhaps the most frequent question asked of me by government officials and soldiers is whether I think the United States will establish diplomatic relations with South and North Vietnam. It is obvious they wish such relations.

In Saigon, I live where I want, how I want and travel where I want.

I have an apartment a block away from the Saigon River. A cook-housekeeper comes each day to clean and cook delicious meals.

I often visit Saigon's Chinese section to see my in-laws. This arouses little comment. The neighbors find it curious that I stayed when other Americans left.

An American here might expect to be lectured and harangued—perhaps even brainwashed—but the opposite is true.

It is difficult to gain admittance to public lectures where discussions on the history of the Indochina war take place.

My host was openly embarrassed at a dance depicting South Vietnamese women fighting American troops, clearly identified by huge false noses.

I think more people watched me than the dancers, and were relieved when I applauded along with the rest of the audience.

Vietnamese under the new Provisional Revolutionary Government have lived up to past statements—that they fought not the American people but what they considered a cruel American policy written by leaders and opposed by the people.

They express pride over the victory, over American technology and war machinery, but they do not lord it over us.

Life in Saigon has changed, and will change more, of course, as the new government formulates new policies.

But so far, sticking to the rules produces a life that has no more hardships than anywhere else I have lived and no more problems that I have had during the previous eight years in Vietnam.

New title and less pay for Warren's successor

By I. William Hill

With the departure of Gerald L. Warren, the White House contact for non-spot news for media throughout the country is a woman not at all intimidated by a job whose short days run from 7 a.m. to 7 p.m.

She is Margita E. White, an assistant press secretary since February who, when Warren resigned on June 16 to become editor of the *San Diego* (Calif.) *Union*, was quickly named by President Ford to be director of the White House Office of Communications. (Under Warren, it was titled White House Office for Information Liaison but it will now resume the title it had under Herbert G. Klein.)

On the day the appointment was announced, Ron Nessen, the President's press secretary, was asked why Mrs. White was not being given Warren's title of deputy press secretary and why she will be paid $36,000 a year instead of the $38,000 that Warren received. Nessen said that the White House reorganization recently effected called for only two deputy press secretaries and that he already had that number. Nessen rejected any suggestion Mrs. White will be paid less and given a lesser title because she is a woman.

Talking to E&P soon after her appointment, Mrs. White neatly sidestepped all sexist discussion. "I simply want to be regarded as professionally qualified to do the job," she said.

Briefly summarized, the job entails:

1. Coordinating the public relations of government departments, usually through the device of once-a-month meetings for an exchange of information and ideas. ("Coordinating does not mean managing," Mrs. White said.)

2. Supervising preparation of the news summary for President Ford, with the preparation itself handled by James Shuman and a staff of five.

3. Arranging breakfasts for President Ford with media groups in various areas of the country, plus informal meetings at the White House with media groups, such as the meeting recently with the officers and directors of the American Newspaper Publishers Association. ("One of the greatest things about the job," Mrs. White said, "is the way the President enjoys talking and listening to members of the press. I think it's good for the press, good for the President and good for the country.")

4. Hosting press groups, such as newsmen attending American Press Institute seminars at Reston, Va. ("We try to make available the highest possible officers of the government for such groups," Mrs. White said. "I believe personal contact between media and public officials is very important.")

5. Handling correspondence and telephone calls from media everywhere

Margita E. White

seeking information at the White House. ("Many of these we handle ourselves," Mrs. White said. "Sometimes, on specialized matters such as the energy crisis, we'll direct the query to the right person at the right agency.")

6. Coordinating briefing of the President so he will be fully informed at press conferences or informal question sessions.

7. Serving as a White House contact when members of the media anywhere are seeking a top representative of the government as a speaker. ("Like the press," Mrs. White said, "we want to inform people in depth of what their government is doing; we want to make the news more understandable.")

8. Traveling about the country making informative speeches herself. ("My biggest problem," Mrs. White said, "will be to try and fill the very big shoes of such men as Herb Klein and Jerry Warren.")

Mrs. White was born in Sweden June 27, 1937 and emigrated with her family to California in 1948. She became a U.S. citizen in 1955. In 1959, she received an A.B. degree, *magna cum laude*, in government from the University of Redlands, in California, and in 1960 an M.A. in political science from Rutgers, where she was a Woodrow Wilson Fellow at the Eagleton Institute of Politics. In 1974 she received the Redlands Alumni Association's distinguished service award.

For two years, 1961 and 1962, Mrs. White served as administrative assistant for the Honolulu office of Whitaker and Baxter Advertising Agency, and in 1963 she became minority press secretary of the Hawaii House of Representatives. Later that year, she came back to the mainland to become research aide to U.S. Senator Barry Goldwater and research associate with the Republican National Committee. In 1965 and 1966, she was research assistant and writer for the Free Society Association. Then, in 1967, she became Washington researcher and writer for the late Raymond Moley, who had then turned from public office to writing a column. ("That was when I became fascinated by newspaper writing," Mrs. White said.)

Mrs. White was first brought to the White House by Director of Communication Herbert G. Klein, for whom she worked from January of 1969 till February, 1973. She then served for two years as assistant director of the U.S. Information Agency, earning its Superior Honor Award. In February of this year, President Ford named Mrs. White to be assistant press secretary.

Though a founding member and current secretary of Executive Women In Government, Mrs. White is not the first woman to serve in an executive capacity in the White House press section. From 1957 to 1960, during the Eisenhower Administration, Anne W. Wheaton held the title of associate press secretary and, in the absence of Press Secretary James C. Hagerty, often conducted the White House press briefings. Nothing like the Office of Communications existed at that time, however.

Mrs. White married Attorney Stuart C. White 13 years ago and they have two children: Susanne, 8, and Stuart, Jr., 3. (Mrs. White smiled when asked about her husband's reaction to a wife's late and irregular hours. "He's all for me," she said.)

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Daily Advance moves to new plant site

Austin C. Drukker, president-publisher of the *Dover* (N.J.) *Daily Advance*, announced the opening last week of the newspaper's new printing facility in Roxbury, N.J.

The new plant is part of a long-range program of expansion and development for the newspaper and its affiliated weekly newspapers. At the 16 acre site the facilities house a four-unit Goss Cosmo offset press capable of printing 50,000 papers per hour with color processing available for both news matter and advertisements.

The new plant is centrally located for distribution of the daily and weekly newspapers and will permit more efficient news, circulation and advertising coverage in northern Morris County, as well as in Sussex and Warren Counties.

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Regional classified

Classified advertisers in the *Chicago Tribune* now are enabled to place ads in specific regions of the Tribune's circulation. Ads can be ordered for the north, west or south regions of the Tribune circulation on Thursdays and Saturdays. These regional ads appear in the full circulation classified ads in regular classifications.

Readers turn writers in 'novel' contest

By George Wilt

Getting readers involved is the name of the game in most newspaper contests. And the *Cincinnati Post* found more than 400 would-be authors among its readership who wanted to contribute portions of a Gothic novel to be published in the Post's Saturday "Weekender".

Capitalizing on the current craze for fiction involving dimly-lit castles, vulnerable young heroines and the conflict of good and evil, the Post kicked off a summertime promotion asking readers to submit scripts from a predetermined script outline. Readers were provided with a list of well-defined characters (Pamela, a young secretary; Eric Brent Spaulding, handsome reclusive writers; Randolph Kent, young attorney, Mrs. Dunn, the houskeeper; Strunke, the gardener, etc.) along with a bare-bones story line.

Rules for the contest were fast and loose, without too many restrictions. "You can create a mystery and then help solve it . . . put the heroine in a dangerous spot and save her in the next chapter," said the introductory story in the June 7 issue of Weekender, pointing out that the Gothic novel is pure escapism, where virtue triumphs. And the story also points out that writing the Gothic novel is even more fun than reading one, in inviting readers to submit entries.

Post readers proved they not only like the Gothic novel but have a real flair for writing. Manuscripts poured in. And Post editors put together the first three chapters from 445 submissions sent in by 236 writers—from grandmothers to ten-year-olds.

Post reporter Richard Gordon, who admits dabbling in novel writing, but who dislikes Gothic fiction, got the idea when he started a feature story for Weekender.

"I thought our readers might like to write one themselves," he said. "Gothic stories follow a set formula with similar characters, so our plot wasn't too difficult to devise. If you go to any bookstore, you'll see that even the book covers are alike—a pretty, scantily-dressed girl is seen fleeing from a scary mansion."

Gordon and two other writers sift through the weekly submissions and choose several "byliners," authors who contribute the bulk of each chapter. Then they try to insert scene descriptions, dialogue and passages from other authors, listing them as "contributors."

"The hardest thing is following our original story line and making transitions flow smoothly," Gordon said. "One reader pointed out that Pamela (the heroine) has had three different colors of eyes so far."

The amateur authors range from grade school children to senior citizens. One 83-year-old lady wanted her work evaluated to see if she has "any writing talent." Gordon said the responses and requests for critical review have been too numerous for the Weekender staff to handle.

"Actually, I don't know how anybody can keep reading Gothic novels, because you can predict exactly what's going to happen," he said. "But 'Ten Minutes till Terror' has provided a lot of fun and excitement for Post readers this summer, and that's what we set out to do."

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Ten Minutes Till Terror

The Gothic Novel you are going to help write!

If you have always had a desire to write, here is your chance. You can become one of the co-authors of a Gothic novel—the fiction form that is sweeping the nation—and have fun doing it.

You can create a mystery, and then help solve it. You can put the heroine in a dangerous spot—and save her in the next chapter.

A Gothic novel is pure escapism. And virtue always triumphs. So what's wrong with that? It's good light summer reading—and everybody's doing it.

Reading a Gothic novel is enjoyable. But you'll find that writing one is even more fun.

Read the instructions, and then start writing "Ten Minutes Till Terror"—your own Gothic novel with a Cincinnati setting.

WHAT IS A Gothic novel?

Nowadays, the word Gothic is almost synonymous with "medieval." Gothic literary style, which first became popular in the 18th Century, emphasizes the grotesque, mysterious and desolate.

A Gothic novel usually has a setting in a castle or big old house, has plenty of mystery, and includes at least one damsel in distress.

Incidentally, "Gothic" pertains to the Goths, a tribe which, in the early centuries of the Christian era, overran the Roman Empire. They were a Germanic people, and probably would feel right at home in Cincinnati.

As with most fiction, the Gothic novel depends heavily on the conflict between good and evil.

Naturally, the heroine is on the side of good. And she is a girl of high principles. Sex in a Gothic novel is restrained . . . more promise than performance.

As for the evil element, it's often hard to tell who is in charge, and what has (or be) motives are. It's all very mysterious.

To complicate things, the Gothic novel often has a touch of the supernatural. This helps some group buttaps as the heroine experiences one crisis after another.

But fear not—good always triumphs over evil in the end.

Gothic novels are extremely popular now. This spring publishers brought out at least 50 new ones.

Throughout 1974, five major paperback publishers published about 175 Gothic novels by more than 100 authors. The number of copies printed reached approximately 23 million!

The rules

Here's how you write a Gothic novel:

We provide a cast of characters, setting, and a very general story line for a 15-chapter novel.

You develop the characters, telling what they look like, how they act, etc.

You write what happens in each chapter. This may be typed or hand written. Any number of chapters may be submitted at one time. Don't worry about spelling, punctuation, etc.

Send your material to:

Gothic Novel Editor
The Cincinnati Post
800 Broadway
Cincinnati, O 45202

THE DEADLINE IS 5 P. M. WEDNESDAY for chapters to be printed the following Saturday.

We will select the offering we consider best for each chapter.

We reserve the right to edit and/or expand material submitted.

Chapters chosen will be printed with authors' by-lines.

We will print three chapters each Saturday.

All material submitted becomes the property of The Post.

The rewards

When you help write a Gothic novel, you'll have fun—and probably give your friends a real surprise.

If your chapter is selected for publication in The Post, it will carry your by-line.

Then, after the novel is completed, you will be listed among the authors, with biographical material and your photo.

But what if you submit material for one or more chapters and it is not chosen for publication?

In that case, you'll get a rejection slip. And that means you have taken the first step toward becoming a professional writer.

The characters

"Ten Minutes Till Terror" takes place in and near an old mansion high on a hill, overlooking a river. This mansion, known as Manorley House, is in a remote wooded section, but is not far from a large city.

Sounds like Greater Cincinnati, doesn't it? And it is!

In Manorley House is a huge grand father clock that chimes the hours. This clock plays a part in the story.

The time of action is right now. But don't let that fool you. Terrible, mysterious things can happen in a modern setting. In fact, they are happening every day.

Here are the main characters in "Ten Minutes Till Terror."

Pamela, a young secretary.

Eric Brent Spaulding, handsome, reclusive writer.

Randolph Kent, young attorney.

Mrs. Dunn, the housekeeper.

Strunke, the gardener and handy man.

Cassandra Spaulding's seven-year-old daughter.

Dr. Marnes, a physician.

Lt. Bradley, sheriff's investigator.

The Professor, a ghost.

It is up to you to describe and develop these characters. As the story moves along, you may introduce minor characters if they are needed. But let the characters listed here play the major parts.

Get ready...get set...go!

Here is our story line

If you're going to help write a Gothic novel, you need to think about describing people and things. You'll want people to talk to each other—to express their fears, suspicions, hopes, ambitions. And you'll want to make things happen—things that are happy, sad, mystifying, and sometimes down right terrifying.

You have the power to do all this. You are the writer.

But because a lot of us are going to be involved, we all need to head in the same direction. So here is our "story line," which tells very briefly what you need to make happen in each chapter. There will be 15 chapters, and we want interesting action in every one. So be sure to keep this list of "chapter starters" for reference as your novel develops.

Here we go:

1. Pamela arrives at Manorley House and meets Mrs. Dunn and Strunke. She has a premonition of danger when she mentions the beautiful grandfather clock in the hall.

2. Pamela meets Cassandra and Eric, and learns that Eric writes about the occult. Randolph visits Manorley, and Pamela is attracted to him.

3. A strange thing happens concerning the clock, and, for the first time, Pamela experiences terror. "The Professor" is mentioned mysteriously.

4. Pamela becomes convinced that there is something extraordinary about Cassandra. And she finds out that Randolph represents a company which wants to buy the Manorley House property for construction of an subdivision plant.

5. She learns about the mysterious death five years earlier of Eric's wife, Stella, and the connection of her death with the clock.

6. She encounters "The Professor," but tells nobody at first because she knows she will not be believed. Then she confides in Strunke.

7. In typing a manuscript for Eric, Pamela finds a fiction character who is almost exactly like "The Professor," and there is also a reference to a mysterious clock.

8. Pamela has a confrontation with Eric, and demands to know what is going on. They walk in the woods, and she wonders if she is falling in love with him.

9. Randolph visits Manorley again. Eric is away, and Randolph asks Pamela many questions.

10. Mrs. Dunn's screams awaken the household. She says she saw a flying saucer land near the house. Then she faints. Police and Dr. Marnes are called.

11. It is a day of hard work for Eric and Pam, and the work draws them closer together. He tells her of his desire to keep Cassandra in the "real world" and away from fantasy. Pamela dreams about "The Professor."

12. Cassandra disappears. Everyone goes to search for her—except Mrs. Dunn, who stays behind to make coffee. Police are called. Randolph arrives and joins the search.

13. Manorley House catches fire. Mrs. Dunn dies in the flames.

14. Cassandra is found locked up and says Randolph and Mrs. Dunn took her away. This was a diversion to get people out of the house so it could be set on fire.

15. Lt. Bradley searches Randolph's car and finds a hatchet in it. Randolph is arrested. Eric explains that he had refused to sell Manorley to Randolph. Eric, Pamela and Cassandra look at the ruins of Manorley House and Eric vows to build a new one. The end.

So there is your road map! And one last word. Please write about Pamela—that is, in third person. Don't get yourself into the story. Don't say "I" did this or that. In other words, stay away from first person. In this way, we'll all be writing from the same viewpoint.

Good luck!

Sacramento paper adopts new format

The *Sacramento* (Calif.) *Union* will convert on September 1st to a 6-column editorial, 9-column advertising page format. The new format for the classified page will be 10 columns with a 1-column pica width of 8.9 or 1 7/16 inches. Tabloid size will be 7 columns.

The management of the paper stressed that with the change the 9-column ad format would retain the same page size and thus the inch rate would also remain the same. The added production efficiency, according to the paper, alleviates the need for an immediate rate adjustment.

After September 1 the paper will not accept 8-column advertisements and 15-16 column ads must flush right or left. The Sacramento (Calif.) Bee has also adopted a similar format.

•

Sara Lee sets ads

The Kitchens of Sara Lee, a division of Consolidated Foods Corporation, has launched a major new advertising campaign for its bakery products that began July 14. Created by Benton & Bowles, Inc., the advertising centers on the theme, "Nobody Can Resist Sara Lee." Total media spending in radio, television, and print will be at record levels for the industry, it was reported.

WKY-tv sold to Detroit group

The Oklahoma Publishing Company, publishers of the Oklahoma City, Oklahoma *Daily* and *Sunday Oklahoman* and evening *Times*, has sold WKY-TV Oklahoma City to the Evening News Association, publishers of the *Detroit News*, for $22.5 million.

The sale is subject to FCC approval. Oklahoma Publishing is prepared to ask the agency for a tax certificate on the grounds that its action complies with the general FCC policy discouraging ownership of co-located newspapers and television stations.

If granted, the certificate would exempt Oklahoma Publishing from paying capital gains taxes if proceeds from the sale were reinvested in other properties. Edward Gaylord, chairman of the Oklahoma Publishing broadcast subsidiary, has announced his company plans "to look for two more TV stations and several radio stations to purchase."

•

Chandler Chair is established

Gifts and pledges from the Chandler family and the Times Mirror Foundation of Los Angeles have enabled Stanford University to establish the Harry and Norman Chandler Professorship in Communication.

Richard W. Lyman, Stanford president, said the donors want the person appointed to the Chandler Chair to be "nationally distinguished" academically and "well regarded in the profession for his or her contributions in support of a free press as an institution."

Four generations of Chandlers have been associated with the university as students, trustee and benefactors.

Harry Chandler, who died in 1944, served as a Stanford trustee from 1923 to 1942. His son, Norman Chandler, attended Stanford with the class of 1922 —the year he joined the Times Mirror Co. He retired in 1968 and died in 1973.

Norman Chandler's wife, Dorothy Buffum Chandler, attended Stanford with the class of 1923. In 1971 she received the Stanford Alumni Assn.'s Herbert Hoover Medal for Distinguished Service for her service to education and contributions to the cultural life of Southern California.

Norman Chandler's sister, May Chandler Goodan, who was graduated from Stanford in 1914, was a trustee from 1942 to 1962 and now is a trustee emeritus. Last February, she received the Degree of Uncommon Man, highest honor conferred by Stanford Associates, alumni support group.

Otis Chandler, publisher of *The Times* and Norman Chandler's son, was graduated from Stanford in 1951 and was a trustee.

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Theater agency dean sees broadened audience base

By Daniel L. Lionel

Stepping out of the elevator in the venerable office building in the heart of New York's theater district where Blaine Thompson Company, the country's number 1 theatrical advertising agency has hung its shingle for the last 45 years, is to immediately catch the smell of the grease paint and sense the roar of the crowd. Theater posters crowd the walls; a penny gumball machine silently hawks its wares and a soothing voice answers a business phone call with "Hello bubella," a Jewish mama's term of endearment for a young child.

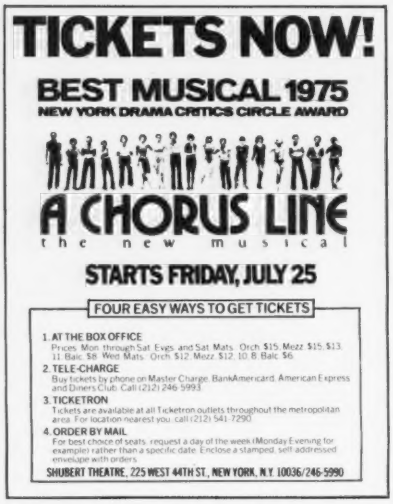
When David Merrick himself, fabled producer of such hits as "Hello, Dolly!" "Carnival," "Look Back in Anger" and dozens of others, vacates the chair you're about to occupy in the office of Executive vp Fred Golden you know you're in the center of what is known not as a street name but as a way of life—Broadway.

But in Fred Golden's office, there's little sentiment. The Broadway theater is big business and while its nucleus is in a ten block square radius, its tentacles swing out across the country with out of town tryouts, read companies and Hollywood's hungry maw waiting to be filled with any tid bits that caused a sizzle at Broadway's box offices.

Fred Golden, who runs the show at Blaine Thompson which in turn runs the advertising for 90% of Broadway productions along with other key entertainment and sports events and occasionally films produced independently by Broadway producers like Merrick, notes that theater audiences are changing. "They're getting younger." he says. "The theater, once the province of people in their forties and over, says Golden, who has monitored the hits and flops on Broadway for four decades, and is regarded by producers as *the* authority on the theatergoers profile, "now has a lower median age level with people in their twenties constituting an important share of the audience." The theater has come of age and is turning out plays that reflect our time—like the Wiz and Grease and even the oldie, Death of A Salesman which is attracting young people. To back up their interest, he points out, they have the income to pay for tickets that today, cost about 40% more than they did 10 years ago.

With the change in the audience profile has come a change in advertising techniques and media. Where newspapers, outdoor and radio had constituted the basic media, now, 1 out of every 4 shows employs television. This has resulted in a cutback in the other media, taking its heaviest toll in outdoor advertising but, to Golden's deep regret, the suburban newspapers have been cut too.

TV has proven effective in the promotion of musicals, mainly, and Golden has evolved a type of commercial that offers, in 60 seconds, an excerpt from the show that constitutes a 'sample of the merchandise'. "It has developed a whole new strata of audience," he says, "reflecting its impact on the box office within 48 hours."



Blaine Thompson ads for Broadway shows like "A Chorus Line," this summer's big hit, utilize ease of ticket purchase as one way to boost box office sales.

But for every type show, the newspaper still ranks at the top. The average 1st three week promotion for a new play involves about a $100,000 advertising appropriation and most of this goes into newspapers "because you can't beat newspapers for mail order ticket sales," says Golden, "and without mail order, in this business, you're dead!"

As Golden explains it, Mail order sales are a key management tool. Even hit shows suffer from box office lapses due to the weather, changes in personal plans for the day and even the sellout syndrome which causes people to stay away from a box office figuring the show's a sellout and tickets are not to be had anyhow. The mail order gives the play working capital; enables an assessment of week by week business and assures a stable flow of activity.

"A management, looking at mail order bookings for weeks or even months ahead," said Golden, "can spot the soft spots and order additional advertising effort for that period." For this reason newspaper ads, particularly the display ads, give full particulars to encourage mail orders.

One of Golden's concerns is the relatively few newspapers on the New York scene today. He regards this as serious because the life of a play is thus placed in the hands of but one or two outstanding critics. He recalls the time when New York boasted 14 newspapers as against its present three.

While there have been examples of plays surviving a negative criticism most will ring down the curtain almost on the heels of a bad review. To counter this and give 'word of mouth' a chance to operate against possible bum reviews, Golden encourages producers to urge their 'angels' to capitalize the play so that it can run for at least 3 weeks despite reviews. "Considering that a musical that might have cost $150,000 to produce 10 years ago, costs $1 million today," said Golden, "a relatively small percentage of additional money would give the play a chance for life based on people making up their own minds and telling their friends." Remember Abie's Irish Rose which critics called a 'disaster' but went on to run for years?

•

Cleveland Press adopts modern format

Starting September 1, 1975 The Cleveland Press will adopt a new format with news in six columns and ads in nine columns. Classified pages will have a 10 column format.

The newspaper has mechanical specifications for the nine column format of standard size pages with 315 lines per column and 2835 lines per page.

Tabloid size pages for the paper have a 7 column per page design with 1365 lines per page and a depth per column of 14 1/16 inches. In both the standard and tabloid size pages the 1 column pica width is 9.4 which is equal to 1½ inches. Classified column (one) width for both standard and tabloid size is 8.4 picas or 1 5/16 inches.

The Press will require photocomposition printing material. In order of quality of reproduction, a list of preferences follows: direct cast mats; film negatives (for color-color separation negatives); scotch prints for contacting; screened photographic prints (Velox); reproduction proofs. All of the foregoing is for full page units—black and white and color.

An eight page paper with examples of news in six columns and advertising in nine columns is available from the newspaper.

•

Conn. weekly sold

The Shore Line Times company of Guilford, Conn. has purchased the business and assets of the *Wallingford* (Conn.) *Post*. The transaction also included the *North Haven Post*, *Early Bird Shopper* and printing operations in Wallingford.

Gilbert and Eleanor Kelman published the papers since 1947 and were the founders of the Post.

Richard Lightfoot is chairman and president of Shore Line Times Company, the largest weekly newspaper publisher in Connecticut. The Times company publishes the Old Pictorial, Branford Review, Clinton Recorder, and other papers with a total weekly circulation of the combined operations exceeding 90,000 copies.

AN E&P PULL-OUT SECTION JULY 26, 1975

Editor & Publisher

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ERNEST CUNEO, National Whirligig (3tw)
COL. ROBERT D. HEINL, Of Arms and Men (2tw)
VICTOR LASKY, Say It Straight (1tw)
FRANK VAN DER LINDEN (3tw)
JOHN D. LOFTON, JR. (3tw)
MARTIN F. NOLAN, The Nation (3tw)
VIRGINIA PAYETTE (3tw)
HENRY J. TAYLOR (3tw)
KAROL C. THALER, Dateline Europe (2tw)
GUS TYLER (3tw)

THE LIGHTER SIDE

NOEL ANTHONY, Continental Diary (1tw)
TRIXIE BELMONT, Ladies First (1tw)
IRIS HARTMAN, Women's World (4tw)
MARY McGRATH, Liberated Woman (3tw)
NORTON MOCKRIDGE (5tw)
DON MACLEAN (6tw)
ISABELLE SHELTON, Mirrors of Washington (1tw)
BILL VAUGHAN, Senator Soaper (6tw)
BILL VAUGHAN, Vaughan at Large (3tw)

BUSINESS AND FINANCE

DON G. CAMPBELL, Daily Investor (5tw)
DON G. CAMPBELL, Mutual Funds (1tw)
LOU SCHNEIDER, Trade Winds (6tw)
HERBERT STEIN (1tw)

CONSUMERISM

MARGARET DANA, Before You Buy (1tw)
MARGARET DANA, Consumer's Question-Box (1tw)
SIDNEY MARGOLIUS, For the Consumer (2tw)
BETTY YARMON, Family Finance (1tw)

HEALTH, EDUCATION & WELFARE

DR. F.J.L. BLASINGAME, Let's Stay Well (6tw)
THEODOR SCHUCHAT, Retirement Report (1tw)
JOHN WYKERT, Insight (1tw)

FOOD AND DIETING

MARCIA BURG, Chef Marcia (1tw)
BARBARA GIBBONS, Slim Gourmet (3tw)
ROBERT J. MISCH, Eat, Drink & Be Merry (1tw)

BEAUTY AND FASHION

MARIAN CHRISTY, Lifestyle (3tw)
FLORENCE de SANTIS, Fashion, Face, & Figure (1tw)

HOUSE AND HOME

TOM BATESON, Collector's Corner (1tw)
GERRY BISHOP, House Plans (1tw)
GENEVIEVE FERNANDEZ, Interior Decorating (4tw)
ANITA GOLD, All About Antiques (1tw)
EMILY MALINO, Design for People (1tw)
ROGER WHITMAN, First Aid for the Ailing House (4tw)

SPORTS

ROD LAVER, Rocket Shots (3tw)
BILL VERIGAN, Sportin' Life (1tw)
NFL GAME PLAN

TV AND FILMS

JAMES BACON, Hollywood Hotline (5tw)
AL KILGORE, TV Starscreen Puzzle (1tw)
DAN LEWIS, TV Tune-In (3tw)
JIM BACON, TV Tune-In (1tw)
CLIFF ROGERSON, Tee Vee Laffs (6tw)
RICHARD K. SHULL, TV Answer Man (6tw)
RICHARD K. SHULL, TV Tune-In (2tw)
TV FILM SOURCE SERVICE
TV PREVIEWS (7tw)
TV DATA (7tw)
TV LOGS (local and national)

YOUTH AND ADVICE

JEAN ADAMS, Teen Forum (5tw)
JOHN KEASLER, By George! (6tw)
BARBARA LEWIS, Pop Scene Service (1tw)
SUSIE McDOUGAL, Susie Mac (5tw)

SPECIALTY COLUMNS

YOUR BIRTHDAY, Stella Wilder (7tw)
YOUR STARS THIS WEEK, Stella Wilder (1tw)
IRA G. CORN, JR., The Aces (7tw)
OLD FARMER'S ALMANAC (1tw)
ALICE SCOTT, Pets and Their People (1tw)
JACK STRAUSS, What's the Law? (6tw)
ROBERT W. IRVIN, Driver's Seat (1tw)
MARTIN ALWYN, Ask Anybody—Anything (1tw)
WE HOLD THESE TRUTHS, Mackenzie/MacNelly (3tw)

PUZZLES AND WORD GAMES

ANAGRAMS (6tw)
CROSSWORD PUZZLER (7tw)
TODAY'S CROSSWORD (7tw)
LITTLE PEOPLE'S PUZZLE, Leo White (7tw)
PRIZEWEEK CROSSWORD PUZZLE (1tw)
WORD GAME (7tw)

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LONDON EXPRESS NEWS SERVICE (6tw)
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Frances Drake's Your Individual Horoscope—Personal forecast for every day of the week. 7/wk.

AUTOMOBILES

Auto Album—Classic cars are illustrated and described in this nostalgia feature by Tad Burness. 1/wk.

BOOKS

Parade of Books—Ralph Hollenbeck's book review service covers the world of publishing. 1/wk.

BRIDGE

B. Jay Becker's Contract Bridge—The most popular bridge column in the world. By top record holder in Masters' Individual Championships. 7/wk.

CELEBRITY COLUMNS

The Gossip Column—Robin Adams Sloan tells all about the famous and infamous. 3/wk.

Voice of Broadway—Jack O'Brian knows the big news about the big names. 6/wk.

CHRISTMAS FEATURE

Walt Disney's Christmas Strips—Brand new Christmas tales featuring famous Disney characters.

COMMENTARY COLUMNS

Phyllis Battelle's Assignment: America—With a personal touch, she captures the human essence of every story. 3/wk.

Jim Bishop: Reporter—Whether it's on a best-seller or a newspaper column, his famous by-line guarantees superb writing. 3/wk.

John Chamberlain's These Days—In-depth research and graceful writing from a distinguished columnist. 3/wk.

Bob Considine's On the Line—One of the most respected names in journalism takes readers behind the news. 3/wk.

Jeffrey Hart—This respected author-professor leads the "new conservatives." 3/wk.

Kevin P. Phillips—Premier analyst of American politics. Controversial and quotable. 3/wk.

Plus the Phillips-Sindlinger Survey—Trend-spotting polls by independent analyst-pollster team. In front of the news. 1/wk.

John P. Roche's A Word Edgewise—Former presidential adviser, professor of politics and history, a liberal even conservatives respect.

Kingsbury Smith—His solid contacts with world leaders put this Pulitzer Prize winner in the vanguard of foreign correspondents. 3/wk.

Nicholas von Hoffman—America's most irreverent columnist collides with sacred cows. 3/wk.

HUMOR COLUMN

Bert Bacharach's Now See Here!—A wide-ranging column by the well-known bon vivant. Every topic under the sun. 4/wk.

WASHINGTON COLUMN

Marianne Means' Washington—She's first to reveal where the Washington action is. 3/wk.

CONSUMER ADVICE

Mind Your Money—Peter Weaver's tips on how to get the most out of your shrinking dollar. 2/wk.

Your Retirement Dollar—Unambiguous advice on money matters for retirees and those planning retirement—by Peter Weaver. 1/wk.

EDITORIAL CARTOONS

The Small Society—Social and political satire with a bright "modern" look. By Morrie Brickman. 6/wk & S.

Alfred Buescher—Fine veteran cartoonist plays it down the middle. 6/wk.

Marlette—The "new breed" cartoonist who never pulls his punches. 3/wk.

ENVIRONMENT and ECOLOGY

Our Energy Crisis—Latest news about our crucial energy shortages. By Drs. Lawrence Rocks and Richard Runyon. 1/wk.

FINANCE

Sam Shulsky's Investors' Guide—Novice and veteran investors alike value his clear, expert advice. 6/wk.

FOOD

Food for Thought—Easy-to-follow recipes to tempt the palate and save the pocketbook. By Alice Denhoff. Illustrated. 3/wk.

HEALTH

Dr. Lester L. Coleman's Speaking of Your Health—This modern medical column emphasizes the link between bodily ills and the human mind. 6/wk.

HOUSE PLANS and REPAIRS

Your Home—Build and Improve—Noted architects John D. Bloodgood's and Augustus Suglia's imaginative plans for building and improving all types of homes. Illustrated. 1/wk.

Super Handyman—This money-saving feature by Al Carrell shows readers how to make their own household repairs. Illustrated. 3/wk.

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Archie—America's favorite teenager is in 730 newspapers, equally popular on TV and in records. D&S.

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Hi and Lois—Mort Walker and Dik Browne portray a young suburban family. Warm and funny. In 689 newspapers. D&S.

Barney Google and Snuffy Smith—One of the all-time comics classics builds readership in 763 newspapers. By Fred Lasswell. D&S.

The Flop Family—Family life to tickle the funny bone. By Swan. D.

Hints from Heloise—Most popular women's feature of all in a weekend format to build women's readership. S.

Beetle Bailey—The Army's most famous goof-off, created by Mort Walker, appears in 1280 newspapers. Still growing. D&S.

Hubert—Pudgy and pugnacious, he's stuffed with the ingredients that create laughs. By Dick Wingert. D&S.

Big Ben Bolt—John Cullen Murphy's fast-moving action strip about a heavyweight champ. Superb art. D.

Johnny Hazard—The suspenseful escapades of a daring counterspy. Great stories and art by Frank Robbins. D&S.

Blondie—The most popular feature in the world appears in 1617 newspapers. By Dean Young and Jim Raymond. D&S.

Junior Whirl—The kids will love Hal Kaufman's tantalizing puzzle page, packed with brain teasers. S.

Boner's Ark—Mort (Addison) Walker's zany group of animals with human traits on a never-ending fun voyage. D&S.

The Katzenjammer Kids—Hans, Fritz and the Captain provide fun galore in this comic classic. By Joe Musial. S.

Brick Bradford—He travels through time on the road to high adventure. By Paul Norris. D&S.

Let's Sew—Every woman who sews is a potential reader of this Sunday comic page feature. PRINTED PATTERNS. S.

Bringing Up Father—The domestic life of Maggie and Jiggs is one big battle—for laughs. By Kavanagh-Fletcher-Camp. D&S.

The Genius—An eccentric professor's experiments prove conclusively and hilariously that the Establishment is all thumbs. By Oldden. D&S.

Little Iodine—A spoiled brat who keeps dad at the boiling point. By Bob Dunn and Hy Eisman. S.

Buz Sawyer—Roy Crane's ace trouble-shooter finds excitement everywhere. Great art, great stories. In 363 newspapers. D.

Gunner—Action is the keynote of this fast-paced soccer strip by Alfredo Grassi and South American artist Jose Salinas. D.

Mandrake the Magician—Master of magic and his partner, Lothar, engage in occult adventures. By Lee Falk. D&S.

Dr. Kildare—This popular young medic has achieved success in books, films and TV. Ken Bald's art highlights the strip. D&S.

Hägar the Horrible—Dik Browne's bungling barbarian. The world's fastest-growing strip. In 732 newspapers. D&S.

Mickey Mouse—Walt Disney's most famous character. D&S.

Donald Duck—His temper tantrums and wise quacks have made Donald a timeless Walt Disney favorite. D&S.

The Heart of Juliet Jones—Magnificent art by Stan Drake highlights this enthralling human interest story. D&S.

Mr. Abernathy—Counting his millions or his girls, he can be counted on for laughs. By Ralston Jones and Frank Ridgeway. D&S.

Dooley's World—Refreshing, unique, sophisticated. It's a toy's world. By Roger Bradfield. D&S.

Henry—His actions speak louder than words in the world's favorite pantomime strip. By John Liney and Don Trachte. D&S.

Moose Miller—When it comes to work, he's always ready—to avoid it! Great fun by Bob Weber. D&S.

Nubbin—A delightful youngster and his daffy animal pals exchange riotous repartee. By Jim Burnett and Henry Boltinoff. D&S.

Sesame Street—The internationally acclaimed children's feature by Cliff Roberts and the Children's Television Workshop. D&S.

Hubert—Wide in girth, he provides plenty of mirth—but not for his mother-in-law. D&S.

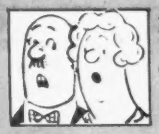
Occupant—The eternal struggle between tenants and landlords. Up to the minute. By Clifford Harris. D&S.

The Small Society—Brickman deftly satirizes politics, the generation gap and life in general. D&S.

Laff-A-Day—Laughs on a big scale provided by big name cartoonists. D.

Pattern Party—To attract women to your comic supplement, a striking feature that presents the latest fashions in color. S.

Steve Canyon—Brilliantly written and drawn by Milton Caniff, the world's favorite adventure strip appears in 607 papers. D&S.



Laugh It Off—Syd Hoff's small-space panel fits in anywhere and is popular everywhere. D.

The Phantom—Famous throughout the world, this adventure strip features "the ghost who walks." By Lee Falk and Sy Barry. D&S.

Tiger—Kids who really act like kids—unpredictable and irresistible. By Bud Blake. D&S.

Laugh Time—Bob Schroeter's perky panel provides rollicking good fun. D.

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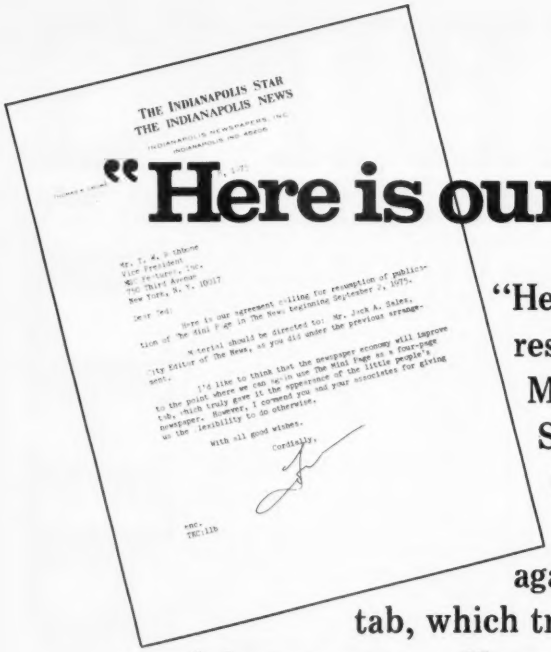

THE INDIANAPOLIS STAR
THE INDIANAPOLIS NEWS

INDIANAPOLIS NEWSPAPERS, INC.
INDIANAPOLIS, INDIANA

Mr. T. K. Crowe
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750 Third Avenue
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Dear Ted:

Here is our agreement calling for resumption of publication of The Mini Page in The News beginning September 2, 1975.

Material should be directed to: Mr. Jack A. Sales, City Editor of The News, as you did under the previous arrangement.

I'd like to think that the newspaper economy will improve to the point where we can again use The Mini Page as a four-page tab, which truly gives it the appearance of the little people's newspaper. However, I commend you and your associates for giving us the flexibility to do otherwise.

With all good wishes.

Cordially,

rmc:
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"Here is our agreement..."

"Here is our agreement calling for resumption of publication of The MINI PAGE in The News beginning September 2, 1975. □ I'd like to think that the newspaper economy will improve to the point where we can again use The MINI PAGE as a four-page tab, which truly gives it the appearance of the little people's newspaper. However, I commend you and your associates for giving us the flexibility to do otherwise in the meantime."

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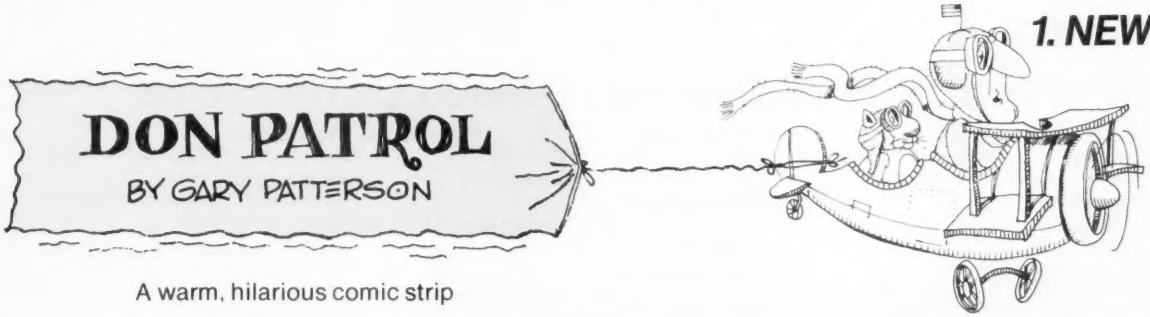

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Edited by Ed Fisher—New Yorker contributor

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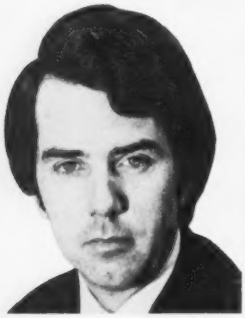

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5	19	33	47	61	75
6	20	34	48	62	
7	21	35	49	63	
8	22	36	50	64	
9	23	37	51	65	
10	24	38	52	66	
11	25	39	53	67	
12	26	40	54	68	
13	27	41	55	69	
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Published by the Editor & Publisher Co., Inc. 850 Third Avenue New York, N.Y. 10022

INDEX TO THIS SECTION

Syndicates—Names, addresses, telephone numbers, executives and editors 11A
Classification or subject matter 27A
Title of by-lined features 53A
Authors and artists 59A
Table of codes, symbols, abbreviations ..... 26A & 27A

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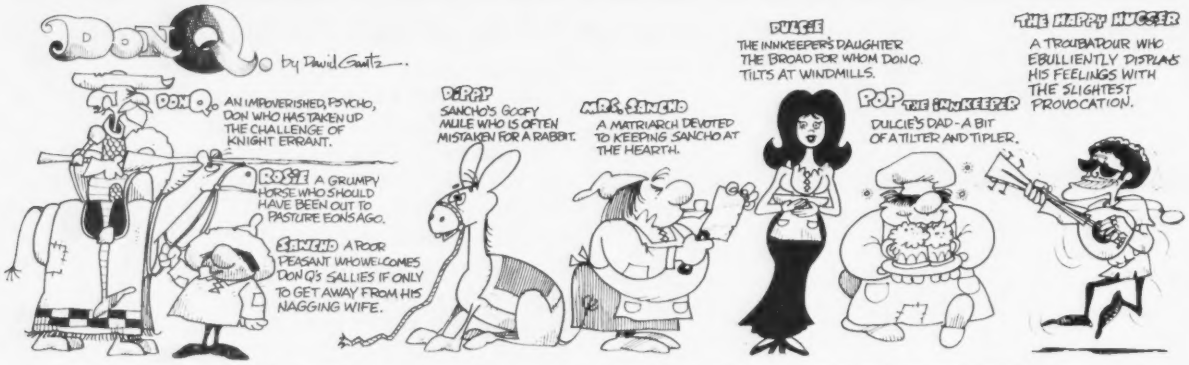

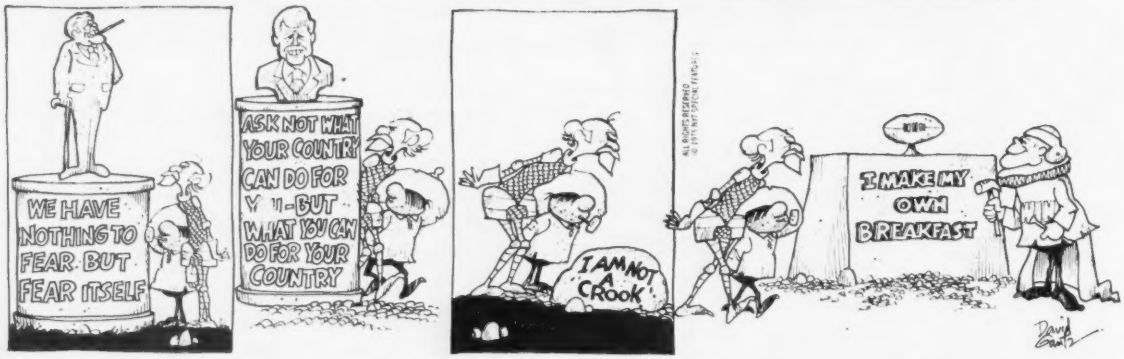

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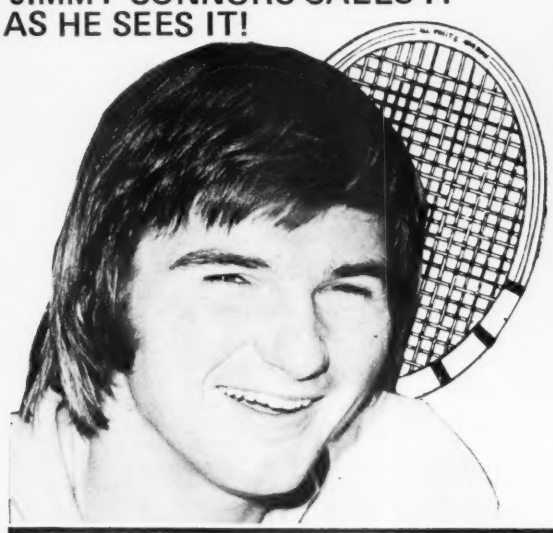

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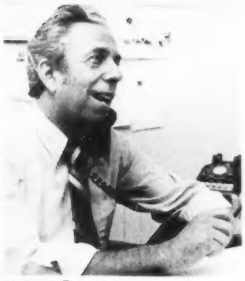

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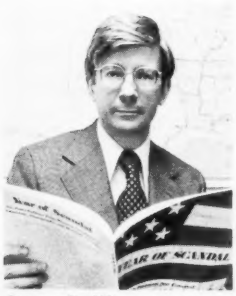
Geoffrey Moss



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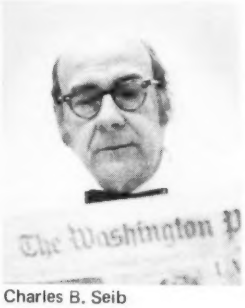

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SYNDICATE NAME CODE

ADL—Adler Associates Syndicated Features
ADV—Adventure Feature Syndicate
AEW—American East-West Features
AF—Allied Feature Syndicate
ALX—Alexander's Local Cartoons Syndicate
AMF—Amusement Features Syndicate
AMS—Anderson Syndicates
AMU—Ameuropress
AMW—American Way Features, Inc.
AND—Pat Anderson Features
APN—The Associated Press-AP Newsfeatures
ANS—African News Service
AR—Arcadia Feature Syndicate
ARM—Army Times Syndicate
ART—Artists and Writers Syndicate
ARU—Arthur's
ASC—Sidney Ascher Syndicate
ASH—Sylvia Ash Productions
ASI—American Syndicate, Inc.
ASK—Ask Aunt Madge
AU—Auto News Syndicate
AUN—Authenticated News International
AUT—Automotive Features
AVA—Avalon Features
BA—Bascome Syndicate
BAB—Babson's Reports, Inc.
BAK—Baker Travel Stories
BAR—Gary P. Baranik
BAS—Buddy Basch Syndicate
BAU—Baughman Syndicate
BEA—Beaudoin Syndicate
BEC—Robert E. Bernier Co.
BEL—Belmont Associates
BER—Gustav Berle
BFS—Better Filler Service
BIS—Barnes International Syndicate
BLA—Blackstone Press Features
BLI—Roy Bliss
BLP—Black Press Service, Inc.
BOM—Bomac Batton Limited
BOR—Doug & Jean Borgstedt
BOU—Madame L. Bouchard
BPS—BP Singer Features
BRA—Irvine A. Brace
BRD—Herbert C. Bradshaw
BRK—Brooks Publishing, Inc.
BRO—David Brown Features
BRU—Herbert Brucker
BUR—Ethel Burge
BUS—Business Wire
CAP—Capitol News Service
CCA—Community Club Awards, Inc.
CF—Columbia Features, Inc.
CFF—Curious Facts
CFI—Continental Features, Inc.
CHA—Gerard Chapman
CHE—Chesstours
CHR—Chronicle Features
CIT—City Desk Features
CN—Crux News Service
CNI—Consumer News Inc.
CNS—Copley News Service
COA—N. E. Coan
COC—The Comedy Center, Inc.
COE—Cole Associates
COF—Country Features
COS—Mary Ellen Corbett Syndicate
CPS—College Press Service
CQ—Congressional Quarterly, Inc.
CRE—Creative Communications
CRU—Crump Media Syndicate
CSP—Community and Suburban Press Service
CTN—Chicago Tribune-New York News Syndicate, Inc.
CWF—Canada Wide Feature Service Limited
DAN—Dany News Service
DDS—Doubleday Syndicate
DEN—Dennis Features
DET—Detjen Philatelic News Service
DF—Dispatch Features, Inc.
DHJ—Dorothy H. Jenkins News Service
DIA—Nina Diamond
DIC—Dickinson Newspaper Services, Inc.
DID—Didato Associates
DIS—Dispatch News Service
DNT—Dante Enterprises
DRO—Marc Drogin Columns
DSR—Dunkel Sports Research Service
DTQ—Daily Trivia Quiz
DWL—Douglas Whiting Limited
ECS—Editorial Consultant Service
EDM—The Edman Co.
EDP—Editors Press Service
EDR—Editorial Research Reports
EES—Editorial Enterprises
EF—Enterprise Features
ENG—S. & D. English
ERI—Eridani Foundation
ESF—Enterprise Sunday Features
EPS—Exclusive Press Syndicate
ESN—Enterprise Science News
EST—Hiawatha Estes & Associates
EXC—Exclusive News Syndicate
FA—Fairchild Syndication Service
FAS—Fashion 'n Figure
FEA—Feature News Service
FIE—Field Newspaper Syndicate
FRE—Free Press
FRY—William R. Frye
FSF—Four Star Features
GAR—GAR Newspaper Syndicate
GEL—Gelman Feature Syndicate
GF—Gates Features, Inc.
GG—Golden Gate Features
GIN—Theodore M. Ginsburg
GLA—Glasserfied Directory
GLC—Global Communications
GLS—Globe Syndicate
GNB—Graphic News Bureau
GNF—Grandy News Features, Edwin T.
GNS—Gannett News Service
GOJ—Henry Gaines Goodman, Jr.
GOR—Goring Syndicate
GPL—Geiser Productions, Ltd.
GRE—Arthur S. Green Syndicate, The
GRF—Bill Griffith-Reporter
GRI—J. Griswold
GRN—Greenwich Features, Inc.
GSM—GSM News Service & Feature Syndicate
GWN—Dave Goodwin & Associates
HAA—Harris and Associates Publishing Division
HAC—Harper Communications
HAL—Meg Hale
HAR—Harvard Features Syndicate
HC—Harriet Carlsen Newspaper Syndicate
HEL—Ray Helle Features
HEM—The Hempstone Syndicate
HEN—Henrikson Illinois Cartoon Service
HIN—Jo Hindman
HIS—Hollywood Informer Syndicate
HOM—Home-O-Graph Co.
HOP—Hollywood Pit Stop
HPP—High Plains Publishers
HPS—Hopkins Syndicate, Inc., The
HTF—Home Town Flavor
HTR—Hollywood Television Report
HUG—Henry Huglin
HUH—Humor House
IND—Indelible Ink Works
INF—International Newsfeature Syndicate
IMN—Intermedia News and Feature Service
INP—Interlude Productions
INR—International Religious News Service
INT—Inter-American Features
ITP—Interpress of London & New York
JAN—Jandon Features
JBF—J & B Features
JCY—Jacey Publications
JDL—JDL Features
JEB—Joe E. Buresch
JTA—Jewish Telegraphic Agency, Inc.
KAR—R. Randolph Karch
KEA—Keister Advertising Service, Inc.
KFS—King Features Syndicate
KIR—Kirk Syndicate
KNF—Knowledge News & Feature Syndicate
KNT—Knight News Wire
KSF—Kamp Stool Features Syndicate
KSS—Kitchen Sampler
LAT—Los Angeles Times Syndicate
LAV—Patricia Lavin
LAW—Law Education Institute
LEF—Mike LeFan Features
LEG—Legal Briefs Associates
LEV—Samuel P. Levine
LOV—Love Syndicate
LTWP—Los Angeles Times/Washington Post News Service
LUI—Lui Associates
LYN—Richard Lynn Enterprises
MAB—Major Bo's Syndicate
MAG—Masters Agency
MAN—Manson Western Syndicate
MAR—M. W. Martin
MAS—Walter Masson
MAT—Marie Mattson
MCF—Mid Continent Feature Syndicate
MCN—McNaught Syndicate, Inc.
MCS—M&C Sports News Syndicate
MER—Merrell Enterprises
MID—Edmund M. Midura
MIK—Randy Mink
MIL—Miller Services, Ltd.
MIN—Minority Press Service
MIT—Phyllis Mitchell Christian Features, Inc.
MLN—Miller News Service
MM—Minute Messages
MNS—Morris News Service
MOD—Modesto Entertainment News
MOR—Mark Morgan Inc.
MOS—Mort Olshan Sports Features
MSC—MSC, Inc.
MSCF—MSC Features, Inc.
MYR—Dan Myers
NANA—North American Newspaper Alliance
NCF—National Catholic News Service
NEA—Newspaper Enterprise Association, Inc.
NEW—New York Today, Inc.
NFI—News Flash International, Inc.
NIE—Newsweek International Editorial Service
NMD—NMD Features
NNS—National Newspaper Syndicate, Inc.
NPS—News Portraits
NRF—New Republic Feature Syndicate
NSM—Newsmakers Syndicate
NUM—Numismatic Information Service
NYT—The New York Times Special Features Syndicate
OAK—Oakland Tribune Features, Inc.
OPS—Oceanic Press Service
OUG—Outdoor Guideposts
PAB—Pablo
PAG—Page Publishers
PAL—Palestine Herald Press
PAM—Florence E. Palmer
PAY—Sanford C. Payne, Jr.
PEA—Charles D. Pearson
PEP—Choral Pepper Travel Features
PF—Phoenix Features
PFI—Photo Features International
PIL—Pillsbury Chess Publications
PIO—Pioneer Press Service
PIT—Pitzer Family Publications
PNF—Pacific News and Feature Service
POR—Portraits
PR—PR Newswire
PSY—Psychic World
PUB—Public Insights
PUN—Pungent Prayer
PWF—Press Wire Services/Press Wire Feature Services
PYL—Dolores Pyle
QUE—Queen City Publishers
RAD—Radan Features
RBN—Richey-Bosch News and Feature Syndicate
REH—Charles Rehns
REP—Real Estate Profit Digest
RER—Real Estate Research Institute
REY—Reymont Associates
RFS—Reynolds Feature Syndicate
RIC—Dorothy Ricker
RNS—Religious News Service
ROB—Robbins & Associates
ROO—Edith Kermit Roosevelt Syndicate
ROS—Elinor K. Rose
RPS—Relevant Publications Syndicate
RTS—The Register and Tribune Syndicate
RTV—Radio and TV Roundup Productions
SA—Soccer Associates and Jeffrey Lee Syndicate
SAF—Seven Arts Feature Syndicate
SAT—Saturday Sermon
SAW—Sawyer Press Feature Syndicate
SCH—Mir Schaaf
SCI—Soccer Communications, Inc.
SF—Superior Features Syndicate, Inc.
SFS—Snappy Filler Service
SGF—Stoneground Features
SHR—John H. Shropshire & Associates
SIE—Sierra Features
SIM—B. H. Simon Syndicate
SKI—The Skies Today
SM—Al Smith Feature Service
SMU—Leonard Smukler
SON—William Sonstein
SOU—Southern Cartoon Syndicate
SPA—F. G. Spadone
SPE—Specialty Features Syndicate
SPS—Spadea Syndicate, Inc.
SS—SPA Syndicate
STE—Brian L. Steffins
STG—Star-Gazer
STH—Stenfield & Hammer
STO—Stock Market Graphic Features
STR—Star Service Syndicate
STT—Star-Telegram Syndicate, Inc.
SUB—Suburban Features, Inc.
SYN—Syndic-NELA
TAB—The Alburn Bureau
TAG—Tagumi Features
TAP—Tel Aire Publications, Inc.
TAY—Lillian Taylor
TEE—Teenage Corner
TEL—Telstar, Inc.
TFI—Telefriend, Inc.
TGT—The Green Thumb
THF—Robert Thornton Features
THG—The Hampshire Group
TIN—Tiny Features, Inc.
TM—Two Minute Mystery Series
TOP—Topicomedy Features
TPJ—The Providence Journal
TSS—Toronto Star Syndicate
TTW—The Traveler's World Syndicate
TVC—TV Compulog Services, Inc.
TVD—TV Data
TVT—TV Time/TV Day
TWN—Trans-World News Service
TWP—Trans World Photos, Inc.
UB—U-B Newspaper Syndicate
UFS—United Feature Syndicate, Inc.
UNI—University of Iowa News Service
UNP—Universal Press Syndicate
UOP—United Overseas Press
UPI—United Press International
UPN—United Press International Newspictures
USA—U.S.A. Syndicate
VAN—Vance Features
VMG—VIP Medical Grapevine
WAG—Philip Wagner Syndicate
WBB—Bruce B. Wilmer
WEI—Weiss Philatelic-Numismatic Features
WER—Werner Feature Service
WES—Western Editorial Service
WHI—Leo White Productions, Inc.
WIL—Williams Newspaper Features Syndicate, Inc.
WIN—Windy City Features Inc.
WIP—Wagner International Photos, Inc.
WLG—W. L. Gordon Features
WLS—Wilson Features
WNG—Ward'n'Gord Features
WPS—Washington Press Service
WNS—Women's News Service
WOM—Women Today
WOP—Women's Press
WOR—World News Syndicate, Ltd.
WPW—Washington Post Writers Group
WSS—Washington Star Syndicate, Inc.
WTF—World Travel Features Syndicate
WUP—World Union Press
WWH—Wilson's Western Humor
WWI—World Wide Information Services, Inc.
YFI—Your Fashion Image
YOU—Youth Research Institute
ZOL—Joseph Zollman
ZUB—Emil Zubryn-International Features

ABBREVIATIONS, SYMBOLS, CLASSIFICATIONS

How Often Is Feature Supplied:

Annually ..... an
Daily ..... d
Sunday ..... S
Contract ..... cont
Daily & Sunday ..... dS
Daily except S turday ..... dexSat
Daily except Sunday ..... dexS
Every other day ..... eod
Every other Sunday ..... eoS
Every other month ..... eom
Five Times weekly 5tw
Three times per month 3tm
Occasionally ..... occ
Fortnightly ..... fn
Individual ..... ind
Monthly ..... m
Quarterly ..... qt
Seasonal ..... sea
Semi-monthly ..... sm
Semi-weekly ..... sw
Six times a year 6ty
Tri-weekly ..... tw
Weekly ..... w

Size of Feature

Number of words .....500 etc.
Columns wide and inches deep ..... 4c5", 7c4", 3c6", etc.
Page (Standard) ..... ps
Page (Tabloid) ..... pt
Double Truck ..... dt
Half-page (Standard) ..... hps
Half-page (Tabloid) ..... hpt
Half-page (Vertical) ..... hpv
Third-page (Standard) ..... tps
Third-page (Tabloid) ..... tpt
Quarter-page (Standard) ..... qps
Quarter-page (Tabloid) ..... qpt
Quarter-page (Horizontal) ..... qph
Sixth-page (Horizontal) ..... sph
Sixth-page (Vertical) ..... spv
Varies ..... var
Book length ..... bl

How Feature is furnished

Mimeographed ..... mim
Manuscript ..... man
Text copy acceptable for optical scanner equipment ..... ocr
Offset Reproduction Proofs ..... orp
Letterpress Copy Lc
Illustrated ill
Illustrated with glossy Print Photos ..... igp
Illustrated-photos in negative form ..... ing
Mat complete ..... mat
Illustration Only in mat Form ..... ilm
Wire ..... wire
Teletype ..... tt
Telex ..... telex
Xerox Copy ..... xerox
By Mail ..... mail
Available on Tape ..... tape
Leased Teleprinter Circuits ..... tel
Also available in Spanish ..... •

Classifications (Indicated by "C")

• Art (see 11—Columns)
1—Astrology, Graphology
2—Automotive
3—Aviation
• Backgammon—(see 9—Chess-Checkers-Backgammon)
4—Beauty
4A-Boating
5—Books
6—Bridge
7—Business, Financial, Legal, Real Estate
8—Cartoons and Panels (Humorous)
9—Chess-Checkers-Backgammon
10—Children
• Coins (see 38—Stamps, Coins, Medals)
• College/University News (see 21—History, Politics)
11—Columns
12—Comics (strips and Sunday pages)
• Cultural—Art, Entertainment, Literature, Poetry, Theatre (see 11—Columns)
• Ecology (see 14B—Environment)
13—Editorial (text)
14—Editorial Cartoons
14A-Education
• Entertainment (see 11—Columns)
14B-Environment/Ecology
• Farming (see 19—Gardening)
15—Fashions
16—Fiction
17—Fillers, Poetry
• Financial (see 7—Business, Financial, Legal, Re l Estate)
18—Food
19—Gardening, Farming
• Graphology (see 1—Astrology)
20—Health
21—History, Politics
• Horoscope (see 1—Astrology)
22—Household, Do It Yourself, House Plans, Interior Decorating
• Legal (see 7—Business, Financial, Legal)
• Literature (see 11—Columns)
23—Maps
• Medals (see 38—Stamps, Coins, Medals)
24—Motion Pictures
25—Music
26—Nature
• Outdoors (see 37—Sports Outdoors)
27—Patterns
27A-Pets
28—Photography (columns on)
• Poetry (see 11—Columns)
• Politics (see 21—History, Politics)
28A-Picture/Photo Services
29—Puzzles-Quizzes
30—Radio-Television
• Real Estate (see 7—Business, Financial, Legal, Real Estate)
31—Religion
32—Research, Polls, Surveys
32A-Retirement—Senior Citizens
33—Science
• Senior Citizens (see 32A-Retirement)
34—Serials
35—Short Stories
36—Special Pages
37—Sports, Outdoors
38—Stamps, Coins, Medals
38A-Teen Age
• Television (see 30—Radio-Television)
• Theatre (see 11—Columns)
39—Travel
40—Veterans
41—Women's Pages

CLASSIFICATIONS OF SYNDICATED FEATURES

1—ASTROLOGY-GRAPHOLOGY

Aladdin's Lamp—dexS-2c3½"-mat-orp—Roger Vega LAT
Astro Analysis—w-2c-orn—Sonia McGinnis ..... MOR
Astro*Graph—dS-1c12"/2c6"/3c4"/4c3"—orp-ill-Bernice Bede Osol ..... NEA
Astro-Guide—7tw-500-xerox—Ceean ..... CTN
Astrological Forecast—dS-600-orp-mat—Sydney Omarr ..... LAT
Astrological Week—S-700-orp—Sydney Omarr .... LAT
Astrology Column—w-var-man-xerox—Eridani .... ERI
Astrology Today—w-500-orp.—Sybil Leek ..... BPS
Astrology-Today—w-500-mim—J. Nay'or ..... BPS
Carroll Righter Horoscope—7tw-700-orp—Carroll Righter ..... MCN
Fortune Teller—w-2c6"-orp—A. C. Gordon ..... WLG
Horoscope—am-mim—Francesco Waldner ..... ITP
Horoscope—dexS-300-man—Francesco Waldner ... MIL
Horoscope—w-700-orp-Clay Pollan ..... MCN
Jeane Dixon Horoscope—7tw-600-ocr-orp—Jeane Dixon ..... CTN
Jeane Dixon Predictions—2ty-2000-orp-ocr—Jeane Dixon ..... CTN
Knight News Wire—7tw-var-wire ..... CTN
Latinoamerican Features—w-1800-orp-mail—Danilo Vasquez ..... AMU
Meet The Stars—d/w-mim—Frederic Davies ..... ITP
Olga Knows—w-600-orp—Olga .....CHR
Samantha Reads Your Stars—w-600-orp-mat—Sue Reed ..... SUB
Star Gazer—dS12c4½"-mat-orp—Clay Pollan .... MCN
Star Gazer—dS-2c4¼"orp-mat ..... INT
Strange Destinies—w-600-mim—J. Macklin ..... BPS
The Pen Is Mighter Than The Couch—w/sm-300-man—Patricia Lavin ..... LAV
This Week In Astrology—S-hps-tps-tp-2ps-orp-mat—Bernice Bede Osol & Elmarine Hanratty .. NEA
Uri Geller Column—w-700-mim—Uri Geller ..... MCN
Weekly Horoscope—w-4c7"-orp ..... INT
Wishing Well—7tw-2c-mat-orp—William J. Miller . KFS
Your Birthday—dS-750-orp-ocr-mail-Lc-wire-tts-tel—Stella Wilder ..... UFS
Your Horoscope Forecast—w-600-man—Dolores Pyle PYL
Your Horoscope Guide—w-500-mim-orp-ocr—Mrs. Gina Ceaglio ..... CNS
***Your Individual Horoscope**—7tw-Lc-orp-ocr—Frances Drake ..... KFS
Your Stars—w-800-man—Constance Sharpe ..... MIL
Your Stars This Week—w-600-mim-Lc-mail-orp-ocr-wire-tts-tel—Stella Wilder ..... UFS
Your Week Ahead—w2c-orp—Dr. A. W. Damis ... MIL
Your Week Ahead—w-2c8"-orp-mat—Dr. A. W. Damis ..... CSP
Zodiyaks—w-4c2½"-orp—John Prinkey ..... FSF

2—AUTOMOTIVE

Auto Album—w-2c-ill-mat-orp-Lc-ocr—Tad Burness KFS
Auto Service Tips—w-2c2½"-orp-mat-ill—Staff .. CSP
Automotive—w-var-mail—Ida Fried ..... EPS
Book Digest—w-ps-orn-ill—Misc. Authors ..... OPS
Car Crazy—w-var-orp-ill—Bilko ..... BPS
Car Talk—w-500-mim—Robert Taylor ..... ECS
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons .. OPS
Celebrities Speak—w-qpt-orp-ill—Misc. Authors ... OPS
Dateline: Detroit—2tw-600-mim—Don O'Reilly ... AU
Driver's Seat—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel-Robert W. Irwin .....NANA
Hollywood Pit Stop—w-2ps-xerox-ill-igp—Anthony Cardoza ..... HOP
Inside Auto Racing—3tw-600-mim—Don O'Reilly . AU
Let's Talk About Your Car—w-500-mim—Ray Hite ECS
Moto Sports—m-1500/1750-xerox-mail-igp—Bob Cutter ..... THG
Motor Talk—w-var-mail—Fred W. Kline ..... CAP
Motor Tips—w-500-mim—Stirling Moss ..... BPS
Motor Tips—w-ps-orp-ill—Misc. Authors ..... OPS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff .... NEA
Products In Review—occ-500-1000-mim—Staff .. IMN
Short Auto Racing Stories—d-ps-xerox-ill-igp—Anthony Cardoza ..... HOP
Teenage Driving Tips—w-500-orp—Jane Sherrod .. BPS
The Steering Column—S-500-xerox-mail-ipg—Bob Cutter ..... THG
Things Your Mother Never Taught You—Sw-600-ocr-ill—Charlotte Slater ..... UNP
Turn Of The Wheel—w-600-ocr—T. Q. Jones ..... CFI
West Coast Pit Stop—w-2ps-xerox-ill-igp—Anthony Cardoza .....HOP
What People Think—occ-500-1000-mim—Staff ... IMN
Wild Wheels—m-spv-orp-mail—Glen & Linda Wild MOD
Your Auto and You—w ..... AUT
Your Car—w-700-mim—Ray Stapley ..... TSS
Your Car—w-350-ocr—Eugene Milmoe ..... LAT

3—AVIATION

Aviation—w-800-xerox—R. Bruckner ..... BIS
Knight News Wire—7tw-var-wire ..... CTN
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff .... NEA
Science In The News—w/fn/m-500/600-xerox-igp-mail—Walter B. Hendrickson, Jr. ..... AUN

4—BEAUTY

***A New You**—3tw-ill-mat-orp-Lc-ocr—Emily Wilkens ..... KFS
Around The House With Jan Paul—w-500-mim—Jan S. Paul, Ph.D. ..... PAR
Ask Jennifer—2tw-600-ocr—Jennifer Anderson ... CTN
Australian Home Journal—m-ps-orp-ill ..... OPS
Australian Woman's Weekly—m-ps-orp-ill ..... OPS
Beauty At Home—dexS/w-200/300-mim—Lynn Carter ..... WLG
Beauty Hints—w-mail—Dina Dellale ..... EPS
Beauty Is . . .—w-var--xerox—Madame Lucille Bouchard ..... BOU
Beauty News Features—occ-var-ill-ilm-tape-ocr—Staff ..... NEA
Beauty Tips From Hollywood—w-500-orp—Showbusiness personalities ..... BPS
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons .. OPS
Celebrities Speak—w-qpt-orp-ill—Misc. Authors .. OPS
Cleo Magazine from Australia—m-ps-orp-ill ..... OPS
Eat Up And Slim Down—14part series-3c10"-Lc-ill-ilm—Lelord Kordel ..... SPE
Editorial Material & Pictures For Women's Pages . UOP
Fashion & Beauty Tips—w-var-orp-tape-ocr—Staff . NEA
Fashion 'N Figure—ind-4c5"-Lc-mail—Page Palmer FAS
Hair Care—w-2c2"-orp—Carole Bentley ..... ITP
Hollywood Beauty—3tw-350-igp-ocr—Lydia Lane .. LAT
Soadca Hair Styles—w-1c4"-orn—Paul Hamlin .... SPS
The Fashion Strip—w-var-igp—Ethel Burge ..... BUR
Thinking Slim—w-500-orp-mat—Jean Nidetch .... SUB
W-Service—eoS-mail ..... FA
Women's Wear Daily—5tw-var-orp-igp-mail ..... FA

4A—BOATING

Boating—w-mail—Ida Fried ..... EPS
Boating—w-400-1c2¾"-ocr-orp-mat—Julius Cooper NNS
Boating—w-500-tt-o p—Jack Woliston ..... UPI
Leisure And Hobbies—occ-500-1000-mim—Staff ... IMN
Martin's International Newsreel—occ-var-igp—Staff MAR
Patterns For Better Living—dS-var-man-igp-mail-ocr—Steve Ellingson ..... UB
U-Build It—dS-var-man-igp-mail-ocr—Steve Ellingson ..... UB

5—BOOKS

Around The World—w-600-man—Sidney Ascher .. ASC
Authors & Books—w-500/1000-ocr—Gary Baranik BAR
Best Sellers—w-150-mim-ocr-orp-Lc-mail-wire-tts-tel .....NANA
Best Sellers (Fiction & Non-Fiction)—w-hps-pt-orp/book form—various authors ..... BPS
Best Sellers—w-150-tt-orp—Joan Hanauer ..... UPI
Book Besteller List—w-2c6"-mim—Staff ..... TSS
Book Digest—w-ps-orp-ill—Misc. Authors ..... OPS
Book Marks—w-1000-man-tape-tel—Mid Paulus .. MCF
Book Reviews Column—w-var-man—Mare Drogin . DRO
Book Reviews—m-var-orp ..... MIN
Book Reviews—w-varies-tt-orp—Joan Hanauer & Staff ..... UPI
Book Reviews—w-300-mim—Roy McSkimming .... TSS
Book Reviews—w-var-igp-orp—Robert Emmett McLeod ..... FEA

Book Reviews—w-var-mim—David Horowitz & D. Benarone ..... WUP
Book Reviews (Children's)—m-var-orp-igp—M. F. Stroud ..... FEA
Book World—w-500-mim—Myrna Grier ..... ITP
Book World Service—w-var-Lc—Washington Post Book Section ..... WPW
Books—w-mail—Hans Holzer ..... EPS
Books In Review—occ-500/1000-mim—Staff ..... IMN
Books Of The Week—w-750-mim—John Austin ..... HIS
BookShelf—com-500-man—Jeff Lee ..... SA
BookViews—w-500-xerox-mail—Alan Caruba ..... INP
'Bout Books—S-750-var-mim-orp—Art Robbins ..... WOR
Christian Science Monitor News & Photo Service—5tw-var-igp-ocr-orp ..... RTS
Daily Short Story—d-ps-orp-ill—Misc. Authors ..... OPS
Digest of Books—m-pt-orp/book form—Various Authors ..... BPS
Exclusive Book Excerpts—sm-2500/3500-mim-ocr-ill—various ..... ESF
Exclusive Commissioned Articles—sm-2500/3500-mim-ocr-ill-mail—various ..... ESF
Knight News Wire—7tw-var-wire ..... CTN
Literary Trends—S-650-mim-orp—A. J. Williams ..... TAG
Minority Press Service—m-var-orp ..... MIN
New Looks Are For Books—w-600-mim—E. T. Grandy ..... GNF
New York Times Book Review—w-Lc ..... NYT
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Paperback Book Column—w-800/1,000 ..... JCY
Parade Of Books—w-var-Lc-igp—Robert Hollenbeck KFS
Raising Children In A Difficult Time—ind-1,000 words each-min—Dr. Benjamin Spock ..... CF
Reader Specials—occ-ill Lc ..... KFS
Reviewing The New Film Books—m-ps-man—Phil Kalker ..... AEW
Reviewing The New Sports Books—m-ps-man—Phil Kalker ..... AEW
The Business Of Writing/Writing for Profit—cont-500/1000-xerox-mail—V. A. Levine ..... SYN
The World of Books—w-var-orp-man-mail—Miskirt Tokada ..... RBN
Travel & Leisure—w-500-mim-mail—Bob Nesoff ..... GSM
Weekly Short Stories—w-ps-qpt-orp—Misc. Authors OPS
Women's Wear Daily—5tw-var-orp-igp-mail ..... FA
Wondrous World Of Women—w-600-mim—E. T. Grandy ..... GNF

6—BRIDGE

B. Jay Becker's Contract Bridge—dS-mat-orp—B. Jay Becker ..... KFS
Bridge—w/ind.-var-man-mail—Carl Brett ..... GIN
Bridge With Kantar—dS-300-ocr-orp—Edwin Kantar ..... CFI
Goren On Bridge—7tw-600-mat-orp—Charles Goren & Omar Sharif ..... CTN
Karpin On Bridge—7tw-600-ocr—Fred L. Karpin ..... CTN
Modern Bridge—w-200-orp-ill—J. Fern ..... BPS
Sheinwold On Bridge—dS-600-ocr-ilm—Alfred Sheinwold ..... LAT
The Aces—dS-700-orp-mat-ocr-mail-Lc-wire-tts-tel—Ira G. Corn, Jr. ..... UFS
Win At Bridge—dexS-400-orp—Oswald & James Jacoby ..... NEA

7—BUSINESS - FINANCIAL - LEGAL - REAL ESTATE

A Good Idea—ind-700-man-mail—Mike LeFan ..... LEF
A Woman And Her Money—w-600-xerox—G. L. Ludeke ..... BEL
About Real Estate—w-800-ocr—Don Campbell ..... RTS
Ad Libs—dexS-1c3″-mat-orp—Larry Hurb & Joe Daley ..... LAT
Alice Widener—3tw-500-mim—Alice Widener ..... USA
Behavior & Business—w-600/700-xerox—S. V. Didato, Ph.D. ..... DID
Business and the Stock Market—w-600-mim—Babson Staff ..... BAB
Business Outlook—sw-var-mim—J. A. Livingston ..... FIE
Business Profile—w-400-tt-orp—Staff ..... UPI
Business Today—5tw-450-tt—Staff ..... UPI
Business Wire LewsLetter—m-qps-mim-mail—Larry J. Lokey ..... BUS
Business World—S-500-tt—Staff ..... UPI
Canadian Business Report—5tw-var-mim—John Meyer ..... TSS
Canadian Economic Scene—w-500-mim—Bruce Whitestone ..... DWL
Christian Science Monitor News & Photo Service—5tw-var-igp-orp-ocr ..... RTS
Con-Pro—w-500-man-orp-mail—Neil Klotz ..... CPS
Consumer Fraud—Don't You Be Cheated—tw-500-mim-mail—Joe Werner ..... WER
Cuba 1975—What The Businessman Needs To Know—occ-bl-orp-mail—Jorge Losada ..... WWI
Daily Investor—5tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Don G. Campbell ..... UFS
Daily News Record Service—5tw-var-orp-igp-mail ..... FA
Daily Stock Market Chart (short term trend)—d-5tw-orp-ill—Charles E. Carden ..... STO
Economic Impact—2tw-800-wire-xerox-mail—Hobart Rowen ..... WPW
Economics for the Perplexed—3tw-500-ocr—Richard Watschauer & Froma Joceloe ..... LAT
Employee Opinion—Sea-500-min—D. J. Scherer ..... REY
Everybody's Business—3tw-1000-man-tape-tel—John Douglas Paulus ..... MCF
Everybody's Money—3tw-650-xerox-mail—Merryle Stanley Rukeyser ..... SIM
Family Finance—2tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Betty Yarmon ..... WNS
Fisheries Market News—w-2000-xerox-wire-mail—Staff ..... WWI
Finance—5tw-400-mim—Jack McArthur ..... TSS
For The Consumer—2tw-700-mim-ocr-orp-Lc-mail-wire-tts-tel—Sidney Margolius ..... WNS
Get Your $ Worth—w-400-orp—Sally & Jim Adams MCN
Here's The Plan—w-m-500-xerox—Various ..... JBF
Home Furnishing Daily Service—4tw-var-orp-igp-mail FA
Homes Canada—w-2c10½″-orp—Tony Eccles ..... SUN
How To Be A Better Manager—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Be More Successful—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Build A Steady Second Income—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Build Your Business—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Business Articles—ind-var-xerox-igp—Arthur S. Green ..... GRE
How To Communicate Effectively—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Develop And Use Success Habits—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Develop Your Personal Potential—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Increase Your Sales And Profits—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Make More Money—Now!—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Manage Conflict—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Market Your Job Skills—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Motivate Yourself—w-500/var—mail—Whitt N. Schultz ..... KNF
How To Save Your Time And Money—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Start And Operate Your Own Franchise—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Start, Build Your Own Mail Order—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Survive A Tax Audit—Sea-800-mim—D. J. Scherer ..... REY
How To Use Gold Mine Between Your Ears—w-500/var-mail—Whitt N. Schultz ..... KNF
How's Business?—w-300-mim—Babson Stan ..... BAB
Idea Chaser—d-1c2½″-mat orp-mail—Jerry Langell AF
In The Public Interest—w-750-ocr—Ralph Nader ..... RTS
Inflation Beaters—w-600-mim—Hal Ball ..... BPS
Inside Labor—dexSat-700-ocr—Victor Riesel ..... FIE
Insurance For Consumers—d-500-orp—Dave Goodwin ..... GWN
Intelligrams—occ-2 000-mail-orp—Staff ..... WWI
Investment Notes—5tw-450-tt—Staff ..... UPI
Investors Guide—6tw-Lc-orp-ocr—Sam Shulsky ..... KFS
It's Your Money—3tw-400-ocr—Wendell Colton ..... LAT
Janeway Economic Service—3tw-800-ocr—Eliot Janeway ..... CTN
Knight News Wire—7tw-var-wire ..... CTN
Labor Report—w-500-mim—Ed Finn ..... TSS
Law Briefs For Business—d/w-500-man—Martin J. Ross ..... LAW
Legal Aid—d/w-500-man—Martin J. Ross ..... LAW
Legal Briefs—cont-200-xerox—John Ritter and Paul Levine ..... LEG
Legal Teasers—cont.-200-xerox—John Ritter & Paul Levine ..... LEG
Listen Bess—2tw-600-ocr—Bess Myerson ..... CTN
London Economist Business and Financial Report—w-var-mim-ocr-ill—Economist of London ..... EF
London Economist News Service—4-5tw-var-orp-tape-ocr-ill—Economist of London ..... NEA
Managing Your Family's Money—2tw-500-ocr—Merle Dowd ..... RTS
Meltzer on Real Estate—w-750-ocr—Bernard Meltzer ..... FIE
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Money Matters—w-500-mim—Dave Goodwin ..... GWN
Money Saver—3tw-500-ocr—Milton Moskowitz ..... LAT
More For Your Money—4tm-350/700; m-2c6″-orp-man mail—Mike LeFan ..... LEF
Money Savers—d/w-500-xerox—Bob Powers ..... CRE
More For Your Money—w-750-mim—L. Gaulton ..... WSS
Mutual Funds—w-600-mim-ocr-Lc-mail-wire-tts-tel—Don G. Campbell ..... UFS
My Success Story—w-500/1000-orp—Various Authors ..... BPS
New Jersey Report—w-500-mim-mail—Ross Warren GSM
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Old-Fashioned Thrift—tw-2c4¾″-orp—Katie Hess RTS
Our Rugged Constitution—w-3c0-xerox—Florence K. Palmer ..... PAM
People and Problems—d/w-500-man—Martin J. Ross ..... LAW
Promising Patents and Products—w-2c/3c-ill-orp—Staff ..... LUI
Real Estate Profit Digest—dS-600-xerox-mail—Robert J. Bruss ..... REP
Selling Short—dexS-1c2⅝″-mat—Ken Ross & Don Raden ..... UNP
Smart Chart—dexS-1c3″-mat-orp—Herb Stansbury LAT
Speaking Dollar-Wise—3tw-500-ocr—Robert Rosefsky ..... LAT
Special News Articles—ind-var-man-mail—Richey-Bosch-Marshall ..... RBN
Sportwis—w-300-xerox—Florence K. Palmer ..... PAM
Staying Ahead—tw-700-wire-xerox mail—Jane Bryant Quinn ..... WPW
Stock Charts—d-w-wire ..... UPN
Stock Of The Week—w-mim—Electronic Evaluator CTN
Successful Investing—5tw-500-ocr—David R. Sargent ..... LAT
Sunday Stock Market Chart (long term trend)—S-orp-ill-3c6″-350-mim—Charles E. Carden ..... STO
Test Yourself—d/w-500/750-orp-ill—Jane Sherrod Singer ..... BPS
The Business of Writing—w-500-xerox-mail—Victor A. Levine ..... SYN
The Carden Report—S-350-mim-ill—Charles E. Carden ..... STO
The Economy Today—w-600-orp-ocr-mim-Lc-mail-wire-tts-tel—Herbert Stein ..... UFS
The High Road To Business—w-2c12″-4c12″-mim—Charles Rehns ..... REH
The Human Side of Investing—W-600-xerox—G. L. Ludeke ..... BEL
The Market Day By Day (short term trend)—d-5tw-orp—Chart by Carden ..... STO
The World of Real Estate—w-500/800-mim-mail—Howard L. Shonting ..... RER
Tomorrow's Dollar—3tw-500-ocr—Ray Howard ..... CTN
Trade Winds—6tw-800-mim-ocr-orp-Lc-mail-wire-tts-tel—Lou Schneider ..... NANA
Trials & Tribulations—3tw-300-xerox—Florence K. Palmer ..... PAM
Videa 1000—m-2500-orp-mail—R. de Havilland ..... WWI
We Like This Plan Because—w-450/var-orp-igp-mat-xerox-mail—Hiawatha Estes ..... EST
What's The Law—6tw-400-mim-ocr-orp-mail-Lc-tts-tel—Jack Strauss ..... UFS
Women's Newsfeatures ..... WOP
Women's Wear Daily—5tw-var-orp-igp-mail ..... FA
You And Your Money—w-500-mim-orp-ocr—Judith Rhoades ..... CNS
You Be The Judge—cont.-200-xerox—John Ritter & Paul Levine ..... LEG
You Judge It—w-300-xerox—Florence K. Palmer ..... PAM
Your Money—5tw-500-mim—Pat Fellows ..... TSS
Your Money's Worth—dexSat-600-ocr—Sylvia Porter ..... FIE

8—CARTOONS AND PANELS

A Little Leary—dS-1c2″-mat-orp—Bill Leary ..... LAT
Abe Martin—dexS-1c3″-35 words-ocr-mat-orp-ill—Kim Hubbard ..... NNS
According to Guinness—dexS-2c2⅜″-mat—Norris & Ross McWhirter ..... UNP
Ad Libs—dexS-1c3″-mat-orp—Larry Hurb & Joe Daley ..... LAT
Alumnae—dexS-2c3″-orp-mat—Mary Gauerke ..... RTS
Amy—dexS-2c3″-mat-orp—Jack Tippit ..... RTS
Andy Capp—W-3c4″-orp—Reg. Smythe ..... MIL
Animalogic—dexS-1c4″-mat-orp—Ed Nofziger ..... LAT
Apple Pie—w-2c-orp—David Boyd & Gus Wood ..... MOR
Arnie—w-ps-orp-ill—Arne Stockholm ..... BPS
Around Town—w-2c5″-mat-orp—Rube Weiss ..... BLA
Art's Gallery—dexS-2c6″-orp—Art Fibley ..... CHR
As You Were—dexS-2c4½″-orp—Jim Baker ..... PIO
Basil—dexS-4c2″-mat—Gerry Lants ..... UNP
Beivedere—d-2c-orp-mat—Nat Greenwood ..... FIE
Berry's World—d-2c5¾″-orp-mat; S-tps-qps-hpt-orp-mat—Jim Berry ..... NEA
Best Cartoons From Europe—d/w-var-orp—Various Artists ..... BPS
Better Half Daily—d-2c3″-mat-orp—Ruth Barnes RTS
Betty Botch—w-2c5″-orp—Mel Millar ..... AND
Bible Stories In Color—w-hps-orp—Spadea Press ..... SPS
Big George—d-2c-orp-mat; S-tps-hpt-orp-mat—Virgil Patch .....
Bob Botch—w-2c5″-orp—Mel Millar ..... AND
Broadsides—dexS-1c2¼″/1½c2¾″-mat-orp—Charles Bansotti ..... LAT
Brother Juniper—d-2c-orp-mat—Fred McCarthy ..... FIE
Bubblegummers—dexS-1c3½″-orp—Jeff & Carol Wakefield ..... SUN
Car Crazy—w-var-orp-ill—Bilko ..... BPS
Caricatures—2tw-mat-orp—Ranan Lurie ..... LAT
Carmichael—dexS-1c5″-mat-orp—Dave Eastman ..... LAT
Cartoon Page—w-1c2″-orp—London Weekend ..... ITP
Carnival—d-2c5¼″-orp-mat; S-hps-tps-pt-hpt-mat-orp—Dick Turner ..... NEA
Channel Chuckles Daily—dexS-1c4″-mat-orp—Bill Keane ..... RTS
Charmers—d-1c/2c; S-tps-hpt-gph; orp-mat—Hallmark ..... FIE
Children's Letters—d-1c-2c-mat-orp—Stuart Hample KFS
Ching Chow—d-1c-Lc-orp—Will Levinson & Rocco Lotito ..... CTN
Church Chuckles—w-2c-orp-mat—Charles Cartwright SM
Church Humor—d-1c+2c-orp-Lc—Leo Canavan & Walter Kranz ..... CTN

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Classy Ads—dexS-1C2″-orp—James Estes ..... STT
Collector's Corner—w-2c1¼″-orp-mat—Tom Bateson ..... UFS
Country Parson—dexS-1c4″-mat-orp—Frank Clark . RTS
Crazy Capers—d-1c3″-mat-orp—Various cartoonists MIL
Crazy Capers—dexS-1c3″-orp-mat—Frank Sematones ..... CF
Dennis the Menace—d-2c-mat-orp; S-pt-hps-tps-gph-mat-orp—Hank Ketcham ..... FIE
Digest of Books—m-pt-orp/book form—Various authors ..... BPS
Dinah Mite—w-1c3″-mat-orp—Joe E. Buresch ... JEB
Dr. Aha—6tw-2c3″-orp-mat—Bob Adam ..... WIN
Domestique—w-hps-orp—Spadea ..... SPS
Doonesbury—ds-3⅜″4c-hps-tps-pt—Garry Trudeau ..... UNP
Dot To Dot—ws-ps-orp-ill—Earl Engelman ..... BPS
Draw Your Own Conclusion—dexS-2c4″-orp-mat—Courtney Dunkel ..... WSS
Drawing Is Fun—w-S-ps-orp-ill—W. Trag ..... BPS
Dunagin's People—d-2c-orp-mat; S-tps-hpt-orp-mat—Ralph Dunagin ..... FIE
Elmer Stoon—w-2c4″-orp—Don Knudson ..... SIE
Emmy Lou—dS-2c1¼″-1c1¾″-hps-tps-pt-hpt-gps-orp-mat—Marty Links ..... UFS
Et Tu—d-4c; S-tps-hpt-qps; mat-orp—Harper .. LAT
Family Circus Daily—d-2c3″-orp-mat—Bil Keane RTS
Family Circus Weekend—S-4c5″-orp—Bil Keane .RTS
Farris Wheel—w-varies-panels-orp-ill—Farris .... BPS
Fletcher, The 4-H'r—w-1c3″-mat-orp—Joe E. Buresch ..... JEB
Flip Art—w-3c2″—Al Goring ..... GOR
Fogarty—d-2c-Lc-orp—Bill Lee ..... CTN
Foreign Strips—d/w-varies-orp-ill—Various artists BPS
Fortune Kookies—d-1c-Lc-orp—Charles Glass .... CTN
Foster Fenwick—dexS-2c4″-orp-mat—Mal Hancock WSS
Funny Business—dexS-2c1¾″-1c3½″-mat-orp—Roger Bollen ..... NEA
Funsters, The—d-1c2¾″-mat-orp-mail—John Broudhecker ..... AF
Garth—d-3c2″-orp—Frank Bellemy ..... ITP
Gee-OH-Metriks—d-2c4½″-orp—Morgan/Carlgren ..... MSCF
*Ginger—dexS-2c3⅛″-orp-mat—Orla Getterman . UFS
*Good Old Days Antique Fairs—w-3c3⅜″; S-4c5″-tps-hpt-orp—Erwin L. Hess ..... UFS
Graffiti—dexS-1c3¼″-orp-mat ..... MCN
Grin & Bear It—d-2c-3c-mat-orp; S-sph-gph-hps-tps-hpt-pt-orp-mat—George Lichty/Fred Wagner FIE
Have Fun!—w-1c11″-mat-orp—Lee Bryan ..... BLA
*Hazel—d-2c-mat-orp—Ted Key ..... KFS
*Health Capsules—dexS-1c3″-orp-mat—M. Petti, M.D. & Judd Hurd ..... UFS
Heathcliff—dexS-2c1⅛″-orp-mats—George Gately MCN
Herman—dexS-2c1⅛″-mat—James Unger ..... UNP
Honeydew—dexS-1c2⅛″-orp-mat—Henry Gaines Goodman, Jr. ..... GOJ
Hospital Quips—w-2c5″-mat-orp—Rube Weiss ... BLA
Hot Shot Sam—w-van-xerox—Samuel P. Levine .. LEV
*Hubert—d-2c-4c; S-tps-hpt-mat-orp—Dick Wingert ..... KFS
Hutch At Random—w-2c5″-orp—Hutch ..... AND
Idea Chaser—d-1c2½″-mat-orp-mail—Jerry Langell AF
In Quotes—w-1c3″-orp—Gene Mora ..... MCN
Innocence Abroad—w-1c3″-orp-mat—Mary Gauerke WSS
It's A Laugh!—w-2c5″-orp-mat—Rube Weiss .... BLA
Jesterday—dexS-1c2-⅛″-mat-orp—Mario Risso .. RTS
Johnny Wonder—S (hps-tps-pt), d- (4c3″/2c6⅛″)-orp-mat—Dick Rogers ..... NEA
Johnny Wonder—d (4c3″/2c6⅛″); S- (hps-tps-pt)-orp-mat—Dick Rogers ..... EF
Josh 'Billings Ser'—w-2c5″/1c3″-orp-mat—Rube Weiss ..... BLA
Just For You—w/S-ps-orp-ill—Earl Engleman .. BPS
Kelly & Duke—dS-4c2″-hps-tps-qps-pt-hpt-mat—Jack Moore ..... UNP
Kids Korner—w-3¼ c 5¼″-orp—Jesse Jacobs .. MCN
Ladies Day—dexS-1c3″-mat-orp—John Rouson .. LAT
Laff of the Week—w-2c-orp-mat—Various Cartoonists ..... MIL
*Laff-A-Day—d-1c-2c-mat-orp ..... KFS
Lansky's Look—dexS-1c2⅝″-2c4⅛″ mat—Bernie Lansky ..... UNP
Larry's World From Punch—d/wS-varies-orp-ill—Larry ..... BPS
*Laugh It Off—d-1c-mat-orp—Syd Hoff ..... KFS
*Laugh Time—d-2c-mat-orp—Bob Schroeter ..... KFS
Laughs From Europe—dex.S-2c4½″-mat-orp—Various Artists ..... RTS
Life In The Suburbs—w-2c/3c-mat-orp—Al Smith SM
Life's Like That—dexS-1c2″-2c4¼″-orp-mat—Fred Neher ..... UFS
Live n' Laff—w-2c5″-orp-mat—Rube Weiss ..... BLA
Living End—w-2c-mat-orp—Hal Holland ..... SM
London Express Feature Service—3tw-var-orp-ill .. UFS
Lonely Heart—w-1c3″-mat-orp—Herc Ficklen .. AVA
Love Is—(d-1c3″-mat-orp) S-hps-mat-orp—Kim Grove ..... LAT
Lumpits—dexS-1c2″-orp-mat—Mal Hancock ..... WSS
Magicword—w-6½ c3½″-orp ..... MCN
Marmaduke—d-2c4″-mat-orp—Brad Anderson .... NNS
MD—w-1c2″-orp—James Whatley ..... ITP
Me—dexS-2c2½″-mat-orp—Flavia ..... LAT
Medicare—d-2c-orp-mat—Reamer Keller ..... FIE
Mr. Crabtree—d-3c5″-orp ..... ITP
Mr. Demgopi—dS-2c5″-orp-mat—Stephen C. Graham and Kirk A. Luehrs ..... TFI
Mr. Politician—w-mat-orp—Raman Laurie ..... LAT
Mr. Tweedy—dexS-2c4½″-mat-orp—Ned Riddle .. LAT
Ms. Augusta—dexS-4c2″-mat—Dominic Poelsma & Angus McGill ..... UNP
New Neighbors—d-1c/2c-Lc-orp—Bob Bugg .... CTN
Notes On The News—dexS-1c2¾″-orp-mat—Charles D. Pearson ..... PEA
Odd Facts—dexS-1C3¾″-orp-mat—Will Eisner ... RTS
Off the Record Daily—d-2c4½″-mat-orp—Ed Reed RTS
Olderman Cartoons—w-var-orp-mat—Murray Olderman ..... NEA
Our Ancestors—w-2c4½″-orp-mat ..... SUB
Our Boarding House—d-2c3¾″-orp-mat; S-hps-tps-pt-hpt-orp-mat—Les Carroll & Tom McCormick NEA
Our Parish—w-orp—Margaret Ahern ..... NCF
Out Of Orbit—w-1c3″-mat-orp—Herc Ficklen ... AVA
Out Our Way—d-2c2¾″-mat-orp; Negley Cochran; S-hps-tps-pt-hpt-mat-orp—Ed Sullivan ..... NEA
Outdoor Mini-Tips—w-1c3″-mat-orp—Joe E. Buresch ..... JEB
Panel & Filler Cartoons—m-2c-1c-mat—Rick Wilson ..... WLS
Pantomime—dexS-1c6″-orp—Sara Black ..... SPS
Pee Wee—d-2c5″-mat-orp—Jerry Iger ..... PF
Peter Panic—w/S-ps-orp-ill—Lo Linkert ..... BPS
Pick of Punch—dexS-2x4″-orp-mat ..... LAT
Pistachios—d-ps-orp-ill—Sematones ..... BPS
*Pixies—d-1c3¼″-orp-mat—Jack Wohl ..... UFS
Pocket Cartoons—d-1C2″-orp—London Daily Mirror ..... ITP
*Ponytail—d-2c; S-tps-hpt-mat-orp—Lee Holley .. KFS
Pot Shots—d-2c-Lc-orp—Ashleigh Brilliant .... CTN
Punch Line—w-1c3″-orp-mat-ill—Staff ..... CSP
Quarterly Cartoon Humor Service—qt-36 cartoons (1c/2c) various depths-orp-mat—various artists GF
*Queenie—d-1c-2c-mat-orp—Phil Interlandi ..... KFS
*Ripley's Believe It Or Not!—d-2c; S-tps-hpt-qph-mat-orp ..... KFS
Rocket Shots—tw-2c4½″-orp-mat—Rod Laver ... UFS
Sargent MacDoogle—dexS-7¼″ x 2¼-mat—Rick Wilson ..... WLS
Scramlets—dS-2c¾″-orp-mats—Clay Pollan .... MCN
Selling Short—dexS-1c2⅝″-mat—Ken Ross & Don Raden ..... UNP
Shredded Wit—5tw-1c2″-mail—Nonnie Coan .... COA
Short Short Stories—d-1c2¾″-orp-mat—Art Gates GF
Show Biz—w-2c5″-mat-orp—Flash Fairfield .... NEA
Side Glances—dexS-2c5″-orp-mat—Gill Fox .... NEA
Sign-O-Rama—5tw-2c4″-1c3¼″-mat-orp M. W. Martin ..... MAR
Small Fry Diary—dexS-1c2″-mail—Nonnee Coan . COA
Smart Chart—dexS-1c3″-mat-orp—Herb Stansbury LAT
Smiling Out Loud—dexS-4c5″-orp-mat—Sarge O'Neil ..... SOU
Speck—w-orp—Margaret Ahern ..... NCF
Sporteaser—dexS-1c4″-orp-mat—Eddie Germano .. CF
Stampede—2tw-2c5″-orp—Jerry Palen ..... KSF
Star Gazer—dS-2c4½″-orp-mat—Clay Pollan ... MCN
Still Life—d-1c-2c-Lc-orp—Jerry Robinson ..... CTN
Stoker The Broker—d-1c3″-orp-mat—Henry Boltinoff ..... MIL
Strictly Business—d-1c-2c-orp-mat—Dale McFeatters ..... FIE
Sunday Laughs—w-ps-orp-ill—Paul Swede ..... BPS
Tank McNamara—dS-4c2⅜″-hps-tps-qps-hpt-mat—Jeff Millar & Bill Hinds ..... UPS
Tee Vee Laffs—dexS-1c2½″-orp-mat—Cliff Rogerson— ..... UFS
The Bosleys—w-4c4½″; S-tps-hpt-orp-mat—John Stees ..... UFS
The Byrds—dexS-1c3″-mat-orp—Vance Rodewalt ..... TSS
The De Brees—d (3c4″)-S (qph)-mat-orp—Kipp & Barsotti ..... LAT
The Eyes Have It—w-2c2″—Al Goring ..... GOR
The Girls—d-1c/2c-orp-mat—Franklin Folger ....FIE
The Gullivers—w-2c4″-orp-mat—Mary Gauerke ..WSS
The Home Team—w-1c3¼″-orp-mat ..... SUB
The Kids—w-1c3″-mat-orp—Joe E. Buresh .... JEB
*The Little Woman—d-1c/2c; S-tps-hpt-mat-orp—Don Tobin ..... KFS
*The Lockhorns—d-2c; S-tps-hpt-mat-orp—William P. Hoest ..... KFS
The Now Society—(w-3c5″-orp) (5tw-2c5″-orp)—William Hamilton ..... CHR
The Pet Set—d-2c4⅝″-orp—Doug & Jean Borgstedt ..... BOR
*There Oughta Be A Law—dS-3c3¾″-hps-pt-tps-qps-hpt-orp-mat—Whipple & Borth ..... UFS
*They'll Do It Every Time—d-2c; S-hps-tps-pt; mat-orp—Bob Dunn & Al Scaduto ..... KFS
This Funny World—dexS-2c4⅛″-orp-mat-various cartoonists ..... MCN
Thornsby—2c4″-mat-orp—Fred McLaren ..... NNS
Tickle Box—qt.-2c4″-orp—Ted Tregdon ..... HUH
Time Out—d-1c-2c-orp-mat—Jeff Keate ..... FIE
Today's World—dexS-1c3⅛″/2c2⅜″-mat-orp—David Brown ..... BRO
Toonerville Trolley—6tw-2c4″-orp-mat—Fontaine Fox ..... WIN
Toppix—d-2c-Lc-orp—Edwin Fisher .....CTN
Trim's Arena—dexS-2c2½″-mat—Hal Trim .... UNP
Trixie the Trader—w-1c-mat-orp ..... SM
*Trudy—d-2c; S-tps-hpt-mat-orp—Jerry Marcus KFS
Truth—w/S-ps-orp-ill—Paul Swan ..... BPS
Turn Ons—w-1c2″-orp-mat-ill—Staff ..... CSP
TV Hee-Hees—d-1c2″-mat-orp—Henry Scarpelli .. LAT
200 Years Ago—d-1c-orp-mat—Group X ..... FIE
Unlikely Letters—w-2c-mat-orp—Bernard Williams ..... SM
Village Square—w-2c-mat-orp—Chuck Stiles .... SM
Webster Classics—w-2c-mat-orp—H. T. Webster .. SM
We Hold These Truths—tw-2c/var-orp-mat—MacNelly & McKenzie ..... UFS
Wee Whimsy—dexS-1c3½″-mat-orp—Doug Sneyd TSS
Wicks Cartoons—8tw-1c2¼″/1½″c3½″—mat-orp—Ben Wicks ..... LAT
Woody's World—d-2c3¾″-mat-orp—John Holm . NNS
Word-A-Day—d-1c-orp-mat—Micky Bach ..... FIE
Wordplay—d-1c-mat-orp—Max Brandel ..... KFS
You Know You Really Love Them When—5tw 1c3″-orp—Miv Schaaf ..... SCH
Ziggy—ds-2c3¾″-hps-tps-qps-hpt-mat—Tom Wilson ..... UNP

9—CHESS-CHECKERS-BACKGAMMON

Chess Column—tw-400-orp—Robert Byrne ..... NYT
Chess—w-500-mim-ilm—Shelby Lyman ..... EF
Chess Master—w-300-1c3″-mim-ilm-orp—George Koltanowski ..... GG
Christian Science Monitor News & Photo Service—5tw-var-igp-orp-ocr ..... RTS
Evans On Chess—w-1¾″x11″-orp-mail—Larry Evans ..... CHE
Leisure And Hobbies—occ-500-1000-mim—Staff . IMN
Sheinwold on Backgammon—w-600-ocr-ilm—Alfred Sheinwold ..... LAT
Zwischenzug—w-20-25″-xerox—Albauth/Kaufman . PIL

10—CHILDREN

A Child Learns to Swim—sea-2c6″-orp-mat— Staff TSS
A Good Book To Read—d/w-500-man—Martin J. Ross ..... LAW
Arnie—w-ps-orp-ill—Arne Stockholm ..... BPS
Ask Andy—dexS-600-ocr—Bill Leary ..... LAT
Ask Aunt Madge—d-200/300-xerox-mail—Mary Madge Saksena ..... ASK
Between Us—w-ill-Lc-ocr—Dr. Alice Ginott .... KFS
Birthday Quiz—d-250-Xerox-mail—Gordon Greb . NSM
Cappy Dick—S-hps-tps-pt-hpt-qph-mat-orp—Cappy Dick ..... FIE
Celebrities Laugh—w-qpt-orp-ill-misc. cartoons .. OPS
Celebrities Speak—w-qpt-orp-ill-misc authors .... OPS
Children—w-mail—Ida Fried ..... EPS
Christsmas Strip—sea-var-orp-mat-ill ..... NEA
Colorful Characters—d/w-500-man-ill ..... ITP
Diaper Set—tw-500-mim—Jan S. Paul, Ph.D. . PAB
Dot To Dot—wS-ps-orp-ill—Earl Engleman .... BPS
Draw Your Own Conclusion—dexS-2c4″-orp-mat—Courtney Dunkel ..... WSS
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Games & Puzzles—w-qpt-orp-ill—misc. authors ..... OPS
How Do They?—tw-125-ocr-igp ..... UNP
Johnny Wonder—S (hps-tps-pt) ;d-(4c3″/2c6⅛″)-orp-mat—Dick Rogers ..... NEA
*Johnny Wonder—d- (4c3″/2c6⅛″); S- (hps-tps-pt)-orp-mat—Dick Rogers ..... EF
Junior Editors—dexS-100-mat-orp—Joe Cunningham ..... APN
*Junior Whirl—S-tps-hpt-color-ill-mat-orp—Hal Kaufman ..... KFS
Just For You—w/S-ps-orp-ill—Earl Engleman . BPS
Kids' Corner—w-4c11″-ill-orp-mail—Claire Nagel COF
Kids Korner—w-3¼″c5¼″-orp—Jesse Jacobs . MCN
Know How—S-ht-tps-qph-mat-orp—Usborne ..... FIE
Let's Make—w-2c4½″-orp—Ben Corey ..... HAR
Letters From Dad—d/w-500-man—Martin J. Ross LAW
Little People's Puz—dS-(d-2c4½″) (S-2c5½″)-orp-mat—Leo White ..... UFS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff . NEA
People And Problems—d/w-500-man—Martin J. Ross ..... LAW
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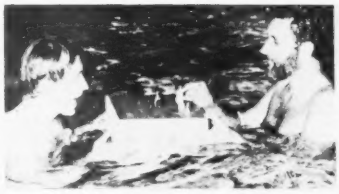

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Momma	*Mell Lazarus*
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Rivets	*George Sixta*
The Ryatts	*Jack Elrod*
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Steve Roper and Mike Nomad	*Allen and John Saunders and Bill Overgard*
Wizard of Id	*Brant Parker and Johnny Hart*

Comics—Sunday Only

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Our New Age	*Gene Fawcette*

Editorial Cartoons

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Herblock	*Herbert L. Block*
Bill Mauldin	
Bill Sanders	

Editorial Page

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Ann Landers	

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Young Hobby Club—dexS-250-ilm-ocr—Cappy Dick FIE
Young Newsmakers—w-450-orp-mat—Katherine Randall ..... SUB

11—COLUMNS

A Conservative View—3tw-750-mim—James J. Kilpatrick ..... WSS
A Good Book To Read—d/w-500-man—Martin J. Ross ..... LAW
A Good Idea—ind-700-man-mail—Mike LeFan .. LEF
A Laughing Matter—m-500-mim—Gloria Pitzer PIT
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About Real Estate—w-800-ocr—Don Campbell .. RTS
According To Guinness—dexS-40 wds.-ocr—Norris and Ross McWhirter ..... UNP
Adventures of Surelock Wholesum—w-var-xerox—Leonard Smukler ..... SMU
Advise Is Nice—d-w-m-86-orp—Sylvia Ash ..... ASH
Affairs Of Nations—w-800-xerox-mail—Henry Huglins ..... HUG
Against the Tide—w-600/750-wire—Michael Novak NCF
Air Conditioning Clinic—w-400/500-mim ..... GAR
Airhawk—w/d-spv-orp-ill—B. Foley ..... BPS
All About Antiques—w-600-mail-mim-Lc-orp-ocr-ill-wire-tts-tel—Anita Gold ..... UFS
All About Pets—w-450-ocr-ill—Eleanor Price .. LAT
All About Wine—2tw-500-Lc—Ruth Ellen Church . CTN
All You Got To Do Is Ask—2tw-var-orp-tape-ocr-Murray Olderman ..... NEA
Along The Dance Trail—fn-500-orp-mim-various authors ..... BA
Alsop Specials—m-700-ocr—Joseph Alsop ..... LAT
Amy Vanderbilt's Etiquette—6tw-500-ocr ..... LAT
Animail—w-500-ocr—Cleveland Amory ..... CTN
Ann Lander's Column ..... MIL-FIE
Antique Wise—w-600-mim-lgp—Dorothy Hammond CF
Antiques—w-500-mim—Olive E. Allen ..... DHJ
Antiques In America—w-var-orp-lgp—Harry Baker TPJ
Antiques & Stuff—w-500-lgp-ocr—Anne Gilbert .. NNS
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Art Buchwald Column—3tw-500-ocr—Art Buchwald ..... LAT
Ashmore Column—w-500-ocr—Harry S. Ashmore LAT
Asian Report—ind-500/1200-mim—Mark Gayn .. TSS
Ask Anybody . . . Anything—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Martin Alwyn ..... NANA
Ask Andy—dexS-600-ocr—Bill Leary ..... LAT
Ask Aunt Madge—d-200/300-xerox-mail—Mary Madge Saksena ..... ASK
Ask Beth—3tw-350-ocr—Beth Winship ..... LAT
Ask Dick Kleiner—2tw-var-orp-tape-ocr—Dick Kleiner ..... NEA
Ask Dr. Bicycle—w-500-ocr—Stanley D. Chess .. CTN
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Ask Your Vet—3tw-700-ocr—Dr. Michael Fox .. CTN
Assignment: America—3tw-Lc-ocr—Phyllis Battelle ..... KFS
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Astrology Today—w-500-orp—Sybil Leek ..... BPS
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Be Your Own Sherlock Holmes—w-500/750-mim—Jane Sherrod ..... BPS
Beard On Food—w-750-mim—James Beard .... WSS
Beauty Tips from Hollywood—w-500-orp-various show business personalities ..... BPS
Before You Buy—S-700-mim-ocr-orp-Lc-mail-wire-tts-tel—Margaret Dana ..... UFS
Behavior Behind The News—w-600/700-xerox—S. V. Didato, Ph.D. ..... DID
Behavior—w-800-mim—Bill Cromie ..... ESN
Behind The Seams—w-450-orp-mat—Peggy Bendel SUB
Berkow Column—2tw-var-orp-ill-ilm-tape-ocr—Ira Berkow ..... NEA
Bernstein on Words—tw-250-mim—Theodore M. Bernstein ..... NYT
Best Cartoons From Europe—d/w-var-orp—various artist ..... BPS
Between Us—w-ill-Lc-ocr—Dr. Alice Ginott .... KFS
Billy Casper Says—wS-2c6"-mat-orp—Billy Casper ..... NNS
Birthday Quiz—d-250-xerox-mail—Gordon B. Greb ..... NSM
Bishop Sheen Writes—w-750-mim—Fulton J. Sheen ..... WSS
Boating—w-400-1c2¾"-ocr-orp-mat—Julius Cooper ..... NNS
Book Digest—w-ps-orp-ill—Misc. Authors ..... OPS
Books-of-the-Week—w-750-mim—John Austin .. HIS
Bookviews—w-500-xerox-mail—Alan Caruba .....INP
Bottom Ten—sea-200-ocr—Steve Harvey ..... UNP
Bowling Tips—4tw-50-1c2¾"-ocr-orp-mat—Don Carter & Marion Ladewig ..... NNS
Brain Teazers—w-qpt-orp—Ali Hachel ..... OPS
Brass Roots Clippings—w-150-mim—Kerwin Hoover ..... HTF
Broadway Boxscore—w-500-tt—Staff ..... UPI
Broadway Backstage—w-800-xerox—Ken Van Laer ..... BIS
Broadway Karikatures—w-2c6"-600-man-ill—Joe Kaliff ..... AMF
Broadway Vignettes—w-2c5"-500-man-ill—Marcia Michels ..... AMF
Brucker Column—Sw-700-xerox ..... BRU
Brudnoy's Complaints—tw-600-ocr—David Brudnoy ..... UNP
Bud Collins On Tennis—w-800-ocr—Bud Collins . CTN
Buyers Billboard—w-450-tt-orp—Michael J. Coulon ..... UPI
By George!—6tw-150-mim-ocr-orp-Lc-mail-wire-tts-tel—John Keasler ..... UFS
By No Means Neutral—3tw-600-mim-ocr—Ernest B. (Pat) Furgurson ..... LAT
Calorie Countdown—w-500-orp—Susan Duff Mastro ..... MCN
Camping Family Style—w-450-orp-mat—Angela/Ford Bothwell ..... SUB
Camping All Year Round—w-500-orp—Bob Nesoff MCN
Capital Fare—dex.sat.S-500-mim—Andrew Tully MCN
Captain Fred's Ozone Patrol—sm—qpt-orp-mail—Fred James ..... MOD
Car Crazy—w-var-orp-ill—Bilko ..... BPS
Carroll Righter Horoscope—7xwk-700-orp—Carroll Righter ..... MCN
Cassini Carousel—w-600-mim—Igor Cassini & Liz Smith ..... CF
Cecil Smith Television Column—w-800-ocr-lgp—Cecil Smith ..... LAT
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons OPS
Celebrities Speak—w-qpt-orp-ill-misc. authors .. OPS
Celebrity Parade—w-450-orp-mat—Cathy Post Field ..... SUB
Celebrity Cookbook—w-500/1,000-ocr-lgp—Johna Blinn ..... LAT
Celebrity Showcase—w-1750-xerox-lgp—Timothy Beckley ..... GLC
Celestine Sibley—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Celestine Sibley ..... WNS
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Chess Master—w-300/1c3"-mim-ilm-orp—George Koltanowski ..... GG
Child Care—3tw-350-ocr—William G. Crook, M.D. LAT
Christian Science Monitor News & Photo Service—5tw-var-lgn-orp-ocr ..... RTS
Christmas Stories—w-250/2,000-orp-Various Authors ..... BPS
Cindy Adams Interviews—occ-600-mim-ocr-orp-Lc-mail-wire-tts-tel-lgp—Cindy Adams ..... WNS
Clothes Lines—w-600-ocr-ill—Marylou Luther ... LAT
Coin-Wise—w-500-lgp-ocr—Leon Lindheim ..... NNS
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Con-Pro—w-500-man-orp-mail—Neil Klotz ..... CPS
Confessions of a War Baby—w-650-mim—John Donald ..... TAG
Confide In Jackie Churchill—w-2c8"-orp—Jackie Churchill ..... QUE
Congressional Quarterly Service—3tw/w-400-800-orp—Wayne Kelley ..... CQ
Consumer Contact—sw-650-ocr—Arthur E. Rowse . CNI
Consumer Fraud—Don't You Be Cheated—tw-500-mim-mail—Joe Wermer ..... WER
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Consumer Reading Rack—m-300/400-mim—Staff . REY
Consumers Beware—w-600-min—Lynne Gordon ... SUN
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Curious Facts—w-500-mim—Donald Whitacre ... CFF
Curious Facts About Animals—w-400-mim—Donald Whitacre ..... CFF
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Natural French—w-500-mim—Father Henri Degagne ... BOM
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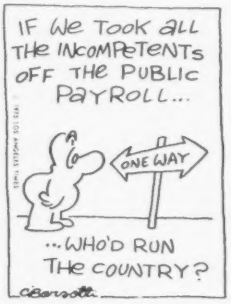

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What's In Your Name?—tw-350-mim-ilm—Charles E. Guerino ..... FIE
What's The Law—6tw-400-m'm-ocr-orp-mail-Lc-wire-tts-tel—Jack Strauss ..... UFS
What's Your Problem?—w-500-mim-man-xerox—Linda Lawrence ..... RFS
When I Was A Boy—5tw-100-ocr—Jim Housman.. CTN
Why Be Bored!—w-500-xerox-mail—Lillian Taylor ..... TAY
Why Grow Old?—2-500-igp-ilm-orp-ocr—Josephine Lowman ..... RTS
Why You Behave That Way—w-600/700-xerox—S. V. Dilisto, Ph.D. ..... DID
Wild Wheels—m-spv-orp-mail—Glen & Linda Wild MOD
Wilkins Column—w-500-ocr—Roy Wilkins ..... RTS
Will Rogers Says . . .—5tw-varies-orp-ocr—Bryan Sterling ..... RTS
Wilson Column—3tw-500-ocr—David B. Wilson .. LAT
Wilson's Western Humor—w-600-mim ..... WWH
Win at Bridge—dexS-400-orp—Oswald & Jim Jacoby ..... NEA
Winch Line—w-150-orp—Denny Winchell ..... MCN
Wine Primer—w-500-mim—Mark Pagner ..... TAG
Wisdom in the Street—w-2c4"/2c6"-mim—Charles Rehns ..... REH
With Dan Lewis—3tw-600-m'm-ocr-orp-Lc-mail-wire-tts-tel-igp—Dan Lewis ..... UFS
With The People—tw-600-ocr—Chuck Stone ..... UNP
Women Alone—w-500-ocr—Isabella Taves ..... RTS
Women In Transition—d/tw/w-600-xerox-mail—Dr. Andrew J. DuBrin ..... CIT
Women Today—dS/w-500-mim—Kitvan Cleave ... WOM
Women's News Service—5tw-var-mim-ocr-igp-orp-Lc-mail-wire-tts-tel ..... WNS
Woman's Newsfeatures ..... WOP
Women's Wear Daily—5tw-var-orp-igp-mail ..... FA
Women's World—5tw-150-m'm-ocr-orp-Lc-mail-wire-tts-tel—Iris Hartman ..... WNS
Wong At The Flicks—m-opt-orp-mail—Geoff Wong ..... MOD
Words, Wit & Wisdom—dexS-300-ocr—William & Mary Morris ..... LAT
Words, Wit & Wisdom—dexS-300-orp-ocr-mim-Lc-mail-wire-tts-tel—William & Mary Morris ... UFS
World In Focus, The—w-700/750-telex/mail—William R. Frye ..... FRY
Would You Believe . . .?—d/tw/w-500-xerox-mail—Fred Philcox ..... CIT
Yost Column, Charles W.—w-telex/mail—Ambassador Charles W. Yost ..... FRY
You—w-600-mim-igp-ocr—Ruth Winter ..... LAT
You And Your Health—w-400-orp—Dr. Peter J. Esse ..... MCN
You Judge It—w-300-xerox—Florence K. Palmer . PAM
You, Your Child, and Entertainment—w-300-mim—David Nydick ..... DAN
You, Your Child and School—w/5tw-500-mim—David Nydick ..... DAN
Young and Healthy—3tw-600-ocr—Frank Falkner, M.D. ..... LAT
Young Newsmakers—w-450-orp-mat—Katherine Randall ..... SUB
Young Ideas—5tw-700-orp-Lc—Dick Young ..... CTN
Your Dreams—6tw-150-L—Katy Cream ..... CTN
Your Life And Mine—dexS/w/m-300-m'm—Phyllis Mitchell ..... MIT
Your Medicine Chest—5tw-500/var-mim-orp—Dr. Waymon McCoo ..... WOR
Your Retirement Dollar—w-Lc-ocr—Peter Weaver ..... KFS
Your World—w-400-eod-mail—Charles Vance .... VAN
Your World Tomorrow—500-mim—various authors NYT

12—COMICS

A Little Leary—dS-1c2"—mat-orp—Bill Leary ... LAT
Airhawk—w/d-spv-orp-ill—B. Foley ..... BPS
Alley Oop—d-4c2⅛"-mat-orp; S-hps-tps-pt-hpt-orp-mat—Dave Graue ..... NEA
Andy Capp—d-4c/5c-orp-mat; S-tps-hpt-orp-mat—Reggie Smythe ..... FIE
Animal Crackers—d-4c-5c-Lc-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-Lc-orp—Roger Bollen ..... CTN
Apartment 3-G—d-4c/5c-orp-mat; S-hps-tps-hpt-qph-orp-mat—Alex Kotzky ..... FIE
***Archie**—d-4c; S-hps-tps-pt-hpt-qph-mat-orp ... KFS
B.C.—W-4c/5c-orp—Johnny Hart ..... MIL
B.C.—d-4c/5c-orp-mat; S-hps-tps-pt-hpt-qph-orp-mat—Johnny Hart ..... FIE
***Barney Google and Snuffy Smith**—d4c; S-hps-tps-pt-hpt-qph—Fred Lasswell ..... KFS
Bee Smart—w-4c2½"-orp—John Prinkey ..... FSF
***Beetle Bailey**—d-4c; S-hps-tps-pt-qph-mat-orp—Mort Walker ..... KFS
Ben Hardy—w-hps-orp—Jim Baker ..... PIO
Benjy—d-4c2⅛"-orp-mat; S-hps-tps-pt-orp-mat—Jim Berry & Bill Yale ..... EF
Berry's World—d-2c5¾"-mat-orp; S-tps-qps-hpt—Jim Berry ..... NEA
Better Half Page—S-qps-sph-spv-pt-hpt-tps-mat-orp—Ruth Barnes ..... RTS
***Big Ben Bolt**—d-4c-mat-orp—John Cullen Murphy KFS
***Blondie**—d-4c-5c; S-hps-tps-pt-mat-orp—Dean Young & Jim Raymond ..... KFS
Bobby—d-4c2½"-mat-orp—S. M. Iger ..... PF
Boomer—dS-4c2"-hps-tps-pt-qps-orp-mat—Bill Brown, Mel Casson ..... UFS
***Boner's Ark**—d-4c; S-tps-hps-pt; mat-orp—Addison (Mort Walker) ..... KFS
Brenda Star—d-4c; Lc-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-Lc-orp—Dale Messick .. CTN
***Brick Bradford**—d-4c; S-hpt-tps; mat-orp—Paul Norris ..... KFS
***Bringing Up Father**—d-4c; S-hps-tps-pt-hpt-qph; mat-orp—Kavanagh-Fletcher-Camp ..... KFS
Broom-Hilda—d-4c-Lc-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-Lc-orp—Russ Myers ... CTN
Bugs Bunny—d-4c2⅛"-mat-orp; S-hps-tps-pt-mat-orp—Ralph Heimdahl & Al Stoffel ..... NEA
Bush League—d-4c; S-tps-qps-mat-orp—Ken Shaw & John Bianchi ..... LAT
***Buz Sawyer**—d-4c-mat-orp—Roy Crane ..... KFS
Campus Clatter—d-4c2⅛"-mat-orp; S-hps-tps-qps-pt—Larry Lewis ..... NEA
Cap'n Kadd—d-4c2"-orp—Pat Anderson ..... AND
***Captain and the Kids**—S-hps-tps-pt-hpt-qps-orp-mat—John Dirks ..... UFS
Captain Easy—d-4c2⅛"-mat-orp; S-hps-tps-pt-hpt-mat-orp—Bill Crooks & Jim Lawrence .... NEA
Carnival—d-2c5¼"-mat-orp; S-hps-tps-pt-hpt-mat-orp—Dick Turner ..... NEA
Catfish—d-4c-Lc-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-Lc-orp—Rog Bollen & Gary Peterman ..... CTN
Charley Sez—dex.S-4c-mat-orp—David Brown .... BRO
Christmas Strip—sea-var-orp-mat-ill ..... NEA
***Christmas Strip**—d-sea-4c-mat-orp—Walt Disney KFS
Colonial Capers—d-4c2"-orp-mat—Joe Escorido . UFS
Conchy—d(4c-orp-mat); S (tps-hpt-qpv-sph-spv-orp-mat)—James Childress ..... FIE
Deems—w-4c-mat-orp—Tom Oka ..... SM
Demetrakis—d-sph-mat—Manos Pavlidis ..... MCF
Dick Tracy—d-4c-5c-Lc-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-sph-spv-Lc-orp—Chester Gould ... CTN
***Dr. Kildare**—w-4c; S-tps-hpt; mat-orp—Ken Bald KFS
Doctor Smock—dS-4c2"-hps-tps-pt-qps-orp-mat—George Lemont ..... UFS
Don Patrol—d-4c-Lc-orp; S-ps-pt-hps-hpt-tps-tpt-qps-q t-qph-sph-spv-Lc-orp—Gary Patterson ... CTN
Donald Duck—d-4c; S-hps-tps-hpt-qph-qpbox; mat orp—Walt Disney ..... KFS
Dooley's World—d-4c; S-hps-tps-pt-mat-orp—Roger Bradfield ..... KFS
Dondi—d-4c-Lc-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-Lc-orp—Irwin Hasen ..... CTN
Dumplings—dexS-4c2"-mat-orp—Fred Lucky ..... LAT
Eb and Flo—dS-4c2"-hps-tps-pt-hpt-qps-mat-orp—Paul Sellers ..... UFS
Eek & Meek—d-4c2⅛"-orp-mat; S-hps-tps-qps-pt-orp-mat—Howie Schneider ..... NEA
Emmy Lou—dS-2c4¼"-1c1¾"-hpt-pt-hps-tps-qps-orp-mat—Marty Links ..... UFS
Family Circus Page—S-tps-hpt-qps-mat-orp—Bil Keane ..... RTS
Ferd'nand—dS-4c2"-hps-tps-pt-hpt-qps—Dahl Mikkelsen ..... UFS
Figments—dexS-4c2"-mat-orp—Dale Hale ..... LAT
Flamingo—d-4c2½"-mat-orp—R. A. Roche ..... PF
***Flash Gordon**—d-4c; S-tps-hpt-mat-orp—Dan Barry ..... KFS
Flintstones—d-4c2¼"-orp-mat; S-hps-tps-pt-qps-orp-mat—Hanna-Barbera Productions ..... MCN
Frank and Ernest—d-4c2⅛"-orp-mat; S-tps-hpt-orp-mat—Bob Thaves ..... NEA
Fred Bassett—d-4c/5c-orp-mat; S-tps-hpt-orp-mat—Alex Graham ..... FIE
Freddy—d-4c-orp-mat; S-tps-hpt-orp-mat—Rupe ..... FIE
Friends And Romans—d-4c2⅛"; S-tps-qps-orp-mat—Tom Isbell ..... CFI
Frontiers of Science—5tw-4c2½"-5c3"-mat-orp—Andrea Brescianl, Robert Raymond & Stuart Butler Ph.D. ..... LAT
Funky Winkerbean—d-4c/5c-orp-mat; S-tps-hpt-qpv-sph-spv-orp-mat—Tom Batiuk ..... FIE
Funland—S-hps-tps-pt-hpt-qps-orp-mat—Art Nugent, Jr. ..... UFS
Funny Business—dexS-2c1¾"/1c3½"-mat-orp—Roger Bollen ..... NEA
Gahan Wilson Sunday Comics—w-tps-qps-ht-mat-orp—Gahan Wilson ..... RTS
Gasoline Alley—d-4c-Lc-orp-S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-Lc-orp—Dick Moores .. CTN
Gil Thorp—d-4c-Lc-orp—Leo Canavan & Walter Kranz ..... CTN
Gilmore Brother's Music Scene—w-spv-orp-mat—Douglas and Keith Gilmore ..... TEL
Good Earth Almanac—S-hps-tps-qps-pt-mat—Monte Burch ..... UNP
Good Old Days Antique Fairs—w-3c3¾"; S-4c5"-tps-hpt-orp—Erwin L. Hess ..... UFS
Gordo—dS-4c2"-hps-tps-pt-qps-mat-orp—Gus Arriola ..... UFS
Grandpa's Boy—w-4c-mat-orp—Brad Anderson ... SM
Grubby—4c-mat-orp—Warren Sattler ..... SM
***Gunner**—d-4c-mat-orp—Alfredo Grossi and Jose Salinas ..... KFS
***Hagar The Horrible**—d-4c; S-hps-tps-pt-hpt-qph-mat-orp—Dik Browne ..... KFS
Hardman—w2x8"-var-orp—L. Griswold ..... GRI
***Henry**—d-4c; S-hps-tps-pt-hpt-qph; mat-orp—John Liney and Don Trachte ..... KFS
***Hi and Lois**—d-4c; S-hps-tps-pt-hpt-qph-mat-orp—Mort Walker and Dik Browne ..... KFS
Honeybunch—d-4c-orp-mat—Charles Godfrey ..... FIE
How To Take The Fun Out Of Driving—d-w-var-orp—Dick Harris ..... HAA
***Hubert**—d-2c-4c; S-hpt-tps; mat-orp—Dick Wingert ..... KFS
Jack Knife And T. Spoon—dexS-2c7¾"-orp-mat—Sarge O'Neill ..... SOU
Jackson Twins—d-4c/5c2¾"—orp-mat; S-hps-tps-qph-orp-mat—Dick Brooks ..... MCN
Jeff Cobb—dexS-4c2½"-mat-orp—Pete Hoffman . LAT
Jericho Jones—dexS-4c2¼"-mat-orp—Stephen C. Graham and Kirk A. Luehrs ..... TFI
Joe Palooka—dexS-4c2¼"-orp-mat—Tony DiPreta MCN
***Johnny Hazard**—d-4c; S-hpt-tps; mat-orp—Frank Robbins ..... KFS
Johnny Wonder—S-hps-tps-pt-orp-mat—Dick Rogers ..... NEA-EF
Johnny Wonder—d-4c3"/2c6⅛"-orp-mat—Dick Rogers ..... NEA-EF

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Little Peoples Puz—dS-(d-2c4½"); (S-2c5½")-orp-mat—Leo White ..... UFS
Little Sport—dex-S4c1¼"-mat-orp—John Rouson LAT
Lolly—d-4c-Lc-orp; S-ps-pt-hps-hpt-tps-tpt-qpt-qph-sph-spy-Lc-orp—Pete Hansen ..... CTN
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Luther—6tw-4c-mat-orp—Brumsic Brandon, Jr. .. LAT
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Mark Trail—d-4c/5c-orp-mat; S-hps-tps-pt-qph-orp-mat—Ed Dodd ..... FIE
Marmaduke—S-hpt-tps-qps-mat-orp—Brad Anderson ..... NNS
Mary Worth—4c/5c-orp-mat; S-hps-tps-pt-qph-orp-mat—Allen & John Sanders and Ken Ernst FIE
Michael Brand—dexS-4c2¼"-orp—William Barry ADV
Mickey Finn—d-4c2¾"-orp-mat; S-hps-tps-pt-orp-mat—Morris Weiss ..... MCN
***Mickey Mouse**—d-4c; S-hps-tps-hpt-qph-mat-orp—Walt Disney ..... KFS
Miss Peach—d-4c-orp-mat; S-tps-hpt-sph-spv-qpv-orp-mat—Mell Lazarus ..... FIE
***Mr. Abernathy**—d-4c; S-tps-hpt; mat-orp—Ralson Jones and Frank Ridgeway ..... KFS
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Momma—d-4c-orp-mat; S-tps-hpt-sph-spv-qpv-mat-orp—Mell Lazarus ..... FIE
Moon Mullins—d-4c-Lc-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-Lc-orp—Ferd Johnson .... CTN
***Moose Miller**—d-4c; S-tps-hpt-mat-orp—Bob Weber ..... KFS
Mutt & Jeff—d-4c2½"-mat-orp; S-hps-tps-pt-qps-mat-orp—Al Smith ..... MCN
***Nancy**—dS-4c2"/5c2¾"-pt-hps-tps-hpt-qps-mat-orp—Ernie Bushmiller ..... UFS
No Final Victories—bl-var (1 to 7 parts)-mim-mail—Lawrence O'Brien ..... DDS
Norbert—d-4c1¾"-orp-mat—George Fett ..... UFS
***Nubbin**—d-4c-mat-orp—James Burnett and Henry Boltinoff ..... KFS
Occupant—d-4c; S-tps-hpt-mat-orp—Clifford Harris ..... KFS
Off The Record Page—S-hps-tps-pt-sph-qps-hpt-spy-mat-orp—Ed Reed ..... RTS
On Stage—d-4c-Lc-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spy-Lc-orp—Leonard Starr ..... CTN
Our Boarding House—d-2c3¾"-orp-mat; S-hps-tps-pt-hpt-orp-mat—Les Carroll & Tom McCormick NEA
Our New Age—S-pt-hps-tps-orp-mat—Gene Fawcette ..... FIE
Out Our Way—d-2c3¾"-orp-mat—Negley Cochran; S-hps-tps-pt-hpt-orp-mat—Ed Sullivan ..... NEA
***Peanuts**—dS-4c1¾"/5c2⅛"-hps-tps-pt-hpt-qps-orp-mat—Charles M. Shulz ..... UFS
Peon Romeo—6tw-var-orp-mat—Jim Janeway ... WIN
Perkins—dexS-4c1¾"-mat-orp—John Miles ..... RTS
Pistachios—d-ps-orp-lll—Sematones ..... BPS
Pilgrims—dexS-4c2⅛"-mat-orp—Stephen C. Graham and Kirk A. Luehrs ..... TFI
***Ponytail**—d-2c-mat-orp; S-hpt-tps-mat-orp—Lee Holley ..... KFS
***Popeye**—d-4c; S-hps-tps-pt-mat-orp—Bud Sagendorf ..... KFS
Pops—w-4c-mat-orp—George Wolfe ..... SM
***Prince Valiant**—S-hps-tps-pt-mat-orp—Hal Foster ..... KFS
Priscilla's Pop—d-4c2⅛"-mat-orp; S-hps-pts-pt-mat-orp—Al Vermeer ..... NEA
***Professor Phumble**—d-4c-mat-orp—Bill Yates .. KFS
Punchline: U.S.A.—d-1c5"; S-qpv-mat-orp—Charles Barsotti ..... LAT
***Quincy**—d-4c-mat-orp—Ted Shearer ..... KFS
***Redeye**—d-4c; S-tps-hpt-qph; mat-orp Gordon Bess ..... KFS
Rex Morgan, M. D.—d-4c/5c-orp-mat; S-hps-tps-pt-qph-orp-mat—Dr. N. P. Dallis, Marvin Bradley & Dr. N. P. Dallis, Frank Eddington, Marvin P. Bradley ..... FIE
Rick O Shay—d-4c-Lc-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spy-Lc-orp—Stan Lynde ..... CTN
***Rip Kirby**—d-4c-mat-orp—John Prentice and Fred Dickenson ..... KFS
***Ripley's Believe It or NOT**—d-2c; S-hpt-tps-qph-mat-orp ..... KFS
Rivets—d-4c-orp-mat; S-tps-hpt-orp-mat—George Sixta ..... FIE
Rural Delivery—w-4c-orp-mat—Al Smith ..... SM
Sam Scout—5tw-orp—Warkentin & Lane ..... WOR
Sandy Daily Comic—dexS-sph-orp-mat—James Unwin ..... HPS
***Scamp**—d-4c; S-hpt-tps-mat-orp—Walt Disney . KFS
Scroogie—d-4c-Lc-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-Lc-orp—Tug McGraw & Mike Witte ..... CTN

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Sugar—dexS-4c2⅛"-orp—Robert Gill ..... CFI
Super Kat—d-4c-orp—W. L. Harper ..... PAL
***Tarzan**—dS-4c2"-hps-tps-pt-orp-mat—Edgar Rice Burroughs ..... UFS
The Astronits—dexS-4c2"-orp—Pat Anderson .... AND
The Born Loser—d-4c2⅛"-mat-orp; S-hps-tps-qps-pt-orp-mat—Art Sansom ..... NEA
The Bosleys—w-4c4½"; S-hpt-tps-orp-mat—John Stees ..... UFS
The Circus of P. T. Bimbo—d-4c2⅛"-orp-mat; S-hps-tps-qps-pt-orp-mat—Howie Schneider .... EF
***The Dropouts**—ds-4c2"/pt-hps-tps-qps-orp-mat—Howard Post ..... UFS
***The Flop Family**—d-4c-mat-orp—George O. Swanson ..... KFS
***The Genius**—d-4c; S-tps-hpt-mat-orp—Glidden .. KFS
The Hawk—d-4c2½"-mat-orp—Rod Maxwell ..... PF
***The Heart Of Juliet Jones**—d-4c; S-hpt-tps-qph-mat-orp—Stan Drake ..... KFS
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The Smith Family—dS-4c2"-tps-mat-orp—Mr. & Mrs. George Smith ..... MIL
The Sons of Liberty—dexS-4c2"-orp—Richard Lynn ..... LYN
The Wizard of Id—w-4c/5c-orp—Parker & Hart .. MIL
The Wizard of Id—d-4c/5c-orp-mat; S-hps-tps-pt-hpt-qph—Brant Parker & Johnny Hart ..... FIE
***There Oughta Be A Law**—d-3c3¾"—S-hps-tps-qps-hpt-pt-orp-mat—Whipple & Borth ..... UFS
***They'll Do It Every Time**—d-2c; S-tps-hps-pt; mat-orp—Bob Dunn & Al Scaduto ..... KFS
This Week In Astrology—S-hps-tps-tp-orp-mat—Bernice Bede Osol & Elmarine Hanratty ..... NEA
Those Were The Days—w-4c-mat-orp—Art Berman . SM
***Tiger**—d-4c; S-tps-hpt-qph-mat-orp—Bud Blake KFS
***Treasury of Classic Tales**—S-hps-tps-pt-mat-orp—Walt Disney ..... KFS
***Trudy**—d-2c; S-tps-hpt-mat-orp—Jerry Marcus . KFS
Tumbleweeds—d-4c; S-tps-hpt-qph-mat-orp—Tom K. Ryan ..... KFS
Twitch—w-4c-mat-orp—Howard Rands ..... SM
Uncle Charlie—d-4c2"-mat-orp—Peter Laing .... MIL
Ward'n Gord—w-4cx2¾"-orp—Paul E. Ticknor .. WNG
Wee Pals—d-4c; S-tps-hpt-mat-orp—Morrie Turner ..... KFS
Winnie Winkle—d-4c-Lc-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-Lc-orp—Max Bibber & Henry Raduta ..... CTN
Winthrop—d-4c2⅛"-mat-orp; S-hps-tps-pt-mat-orp—Dick Cavalli ..... NEA
Wonderword—dS (d-2c6") (S-tps, hpt) mat-orp—Jo Ouellet ..... LAT
Wonderword—dS-hpt-tps-orp-mat—Jo Ouellet .... CWF
Yankee Doodles—(d-4c-mat-orp) (S-hps/tps/qps-mat orp) ..... LAT
Yogi Bear—S-pt-hps-tps-pt-qps-orp-mat—Hanna Barbera Productions ..... MCN
Zodiyaks—w-4c2½"-orp—John Prinkey ..... FSF

CULTURAL

Art, Entertainment, Literature Poetry, Theatre
(See Columns—Classification No. 11)

13—EDITORIAL (TEXT)

A Conservative View—3tw-750-mim—James J. Kilpatrick ..... WSS
A Good Idea—ind-700-man-mail—Mike LeFan .. LEF
Affairs Of State—5tw-var-mail—Various ..... CAP
Alsop Specials—m-700-ocr—Joseph Alsop ..... LAT
American Sampler—w-900-tt-staff ..... UPI
An Americanist Viewpoint—w-500-orp—Grace Hamilton ..... AMW
Ashmore Column—w-500-ocr—Harry S. Ashmore . LAT
Behind the Scenes at the United Nations—w-spv-var-mim—David Horowitz ..... WUP
Best Of The Week—w-var-orp ..... AMW
Between the Lines—w-500/650-mim—Edith Kermit Roosevelt ..... ROO
Black News Report—d&w-10,000-mim-tt-telex—Staff ..... BLP
Brudnoy's Complaints—tw-600-ocr—David Brudnoy UNP
By No Means Neutral—3tw-600-mim-ocr—Ernest B. (Pat) Furgurson ..... LAT
Capital Fare—dex. sat & S-600-mim—Andrew Tully ..... MCN
Carl Rowan—tw-800-wire-ocr—Carl T. Rowan .. FIE
Christian Science Monitor News & Photo Service—5tw-var-lgp-orp-ocr ..... RTS
Canadian Comment—w-500-orp-mat—Peter Ward . SUB
Column—w-600-orp—Marilyn Manion ..... AMW
Cousins Column—w-600-ocr—Norman Cousins ..... LAT
Cromley Washington Column—4tw-700-ocr-tape-orp—Ray Cromley ..... NEA
Cynic's Corner—3tw-500-mim—Stan Opotowsky .. STT
Dalton Camp—w-700-mim—Dalton Camp ..... TSS
Dateline: U.N.—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Louis Halasz ..... NANA
David Broder Column—2tw-800-wire-xerox mail—David S. Broder ..... WPW
Dennis Warner Column—w-500-ocr—Dennis Warner RTS
Diplomatic Pouch—oce-var-telex/mail—various authors ..... FRY
Dr. Max Rafferty Column—2tw-400-ocr—Dr. Max Rafferty ..... LAT
Don MacLean—6tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Don MacLean ..... UFS
Douglas Fisher Column—tw-600-mim—Douglas Fisher ..... SUN
Economic Impact—2tw-800-wire-xerox-mail—Hobart Rowen ..... WPW
Editorial Research Reports—d/w-500-6,000-orp—Hoyt Gimlin ..... CQ
Editorial Service—tw-1300-mim—Staff ..... TAB
Etc. & P.S.—eom-300-man—Irma Ganz Miller .. SA
Evans Column—3tw-600-ocr—M. Stanton Evans .. LAT
Everyday Editorials—dexS-1,800-mim—Monte F. Rourialty ..... GLS
Exclusive Book Excerpts—sm-2500/3500-mim-ocr-ill-mail—Var ..... ESF
Exclusive Commissioned Articles—sm-2500/3500-mim-ocr-ill-mail-var ..... ESF
Farm Reports—oce-600-mim-ocr-orp-Lc-mail-tts-wire-tel—James Fisher ..... NANA
Frank van der Linden—3tw-800-mim-ocr-orp-mail-Lc-wire-tts-tel—Frank van der Linden ..... UFS
Fritchey Column—3tw-600-mim-ocr—Clayton Fritchey ..... LAT
Gemini News Service—2tw-var-mim-ill ..... ITP
George Will Column—tw-700-wire-xerox-mail—George F. Will ..... WPW
Georgie Anne Geyer Column—3tw-500-ocr—Georgie Anne Geyer ..... LAT
Government Contract Administration—d-500-orp—Porter B. Williamson ..... MSC
Gus Tyler—3tw-600-mail-mim-Lc-orp-ocr-wire-tts-tel—Gus Tyler ..... UFS
Harriet Van Horne Column—3tw-600-ocr—Harriet Van Horne ..... LAT
Hayakawa Column—w-750-ocr—S. I. Hayakawa .. RTS
Henry J. Taylor—3tw-700-mim-ocr-orp-mail-Lc-wire-tts-tel—Henry J. Taylor ..... UFS
Holmes Alexander Column—dex. sat & S-600-mim—Holmes Alexander ..... MCN
Home Maker's Newsletter—m-var-mim—Gloria Pitzer PIT
In Washington—3tw-600-ocr—Ron Hendron ..... LAT
In The Public Interest—w-750-ocr—Ralph Nader . RTS
Inside Report—5tw-800-wire-ocr—Rowland Evans & Robert Novak ..... FIE
Inside Washington—sw-800-ocr—Robert S. Allen . FIE
Interpretive Report/Worldview—2tw-750-ocr—Stanley Karnow ..... RTS
Investigative Reports—oce-var-mim-ocr-orp-Lc-mail-tts-wire-tel—Robert J. Wagman ..... NANA
It's My Opinion—2tw-750-mim—Irene Corbally Kuhn CF
Jack Anderson's Weekly Special—w-800-orp-ocr-mim-Lc-mail-wire-tts-tel—Jack Anderson ..... UFS
Janeway Economic Service—3tw-800-ocr—Eliot Janeway ..... CTN
Jest Nonsense—w-2c2½"-man-mail—Roy Bliss .. BLI
Jim Fain Column—3tw-550-mail-ocr-ill—Jim Fain . ASI
John D. Lofton, Jr.—3tw-700-mail-mim-Lc-ocr-orp-ill-wire-tts-tel—John D. Lofton, Jr. ..... UFS
Jones Column—w-500-ocr—Jenkin Lloyd Jones ... LAT
J. F. terHorst—tw-600-ocr—J. F. terHorst .... UNP
Karol C. Thaler—2tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Karol C. Thaler ..... NANA
Kirk Column—2tw-500-ocr—Russell Kirk ..... LAT
Knight News Wire—7tw-var-wire ..... CTN
Kohlmeier Column—3tw-700-ocr—Louis Kohlmeier CTN
Latin America—w-600-mim-ocr-orp-Lc-mail-tts-wire-tel—Virginia Prewett ..... NANA
Liberated Woman—3tw-400-orp-ocr-mim-Lc-mail-wire-tts-tel—Mary McGrath ..... UFS
London Daily Mail News Service—5tw-var-mail-Lc-lgp ..... ITP
London Daily Mirror Feature Service—5tw-var-mail-Lc-lgp ..... ITP
London Economist News Service—1-5tw-var-orp-tape-ocr-ill—Economist of London ..... NEA
London Express Feature Service—3tw-var-orp-ill-mail ..... UFS
London Express News Service—6tw-var-mim-Lc-mail-tts-wire ..... UFS
London Sunday Mirror Feature Service—w-var-mail-Lc-lgp ..... ITP
Low Down from the Congressional Record—w-500-mim-orp-mat—Joe Crump ..... CRU
Lubor J. Zink—w-600-mim—Lubor J. Zink ..... SUN
Martin F. Nolan—3tw-600-orp-ocr-mim-Lc-mail-wire-tts-tel—Martin F. Nolan ..... UFS
Mary McGrory—3tw/S-750-mim-wire—Mary McGrory ..... WSS
Max Lerner Column—3tw-500-ocr—Max Lerner . LAT
McKenzie Porter—w-600-mim—McKenzie Porter . SUN
Metro News—w-600-mim—Jo Hindman ..... HIN
Minority News Report—d&w-10,000-mim-tts-telex—Staff ..... BLP
Morrie Ryskind—2tw-750-mim—Morrie Ryskind .. WSS
NANA News Service—5tw-var-mim-ocr-orp-Lc-mail-wire-tts-tel ..... NANA
NANA Pony Service—w-var-mim-Lc-orp-mail-lgp NANA
National Security Affairs—w-500-ocr—Lt. Gen. Ira U. Eaker ..... LAT
National Whirligig—3tw-700-mim-ocr-orp-Lc-mail-wire-tts-tel—Ernest Cuneo ..... NANA
National Whirligig—3tw-ufs-mim-ocr—Ernest Cuneo UFS
News Focus—2tw-650-wire-ocr—Charles Bartlett .. FIE
Newsfeatures—d-var-orp-ill-film-tape-ocr—Staff ... NEA
Newsweek—w-500/2000-orp-lgp-telex—Various .. NIE
Newsweek International Features—w-500/2000-xerox-mail—Various ..... NIE
Nick Thimmesch Column—3tw-600-ocr—Nick Thimmesch ..... LAT
Norton Mockridge—5tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Norton Mockridge ..... UFS
Oakley Commentary Column—5tw-200/300-orp-tape-ocr—Don Oakley ..... NEA
Of Arms and Men—2tw-700-mim-ocr-orp-Lc-wire-tts-tel—Col. Robert D. Heinl ..... NANA
Old Farmer's Almanac—w-700-orp-mat ..... UFS
On Being Black—w-350-ocr—Sandra Haggerty .. LAT
On The Other Hand—w-2000-man-tape-tel—John Douglas Paulus ..... MCF
On The Right—3tw-750-mim—William F. Buckley, Jr. ..... WSS
One Women's Voice—S-750-mim—Various ..... NYT
Op-Ed—d-orp—Various Authors ..... NYT
Op Ed—oce-var-orp-tape-ocr—Various Authors .. NEA
Ottawa Report—3tw-750-mim—Richard Gwyn ... TSS
Outdoor Guideposts—w-4c5"-ill—Fred Luks ..... OUG
Paul Harvey News—3tw-400-ocr—Paul Harvey ... LAT
Paul Hellyer—sw-600-mim—Paul Hellyer ..... SUN
People and Values—tw-600-ocr—Andrew Greeley . UNP
Political Futures—oce-700-mim-ocr-orp-Lc-mail-wire-tts-tel—Louis M. Bean ..... NANA
Potomac Fever—dexS-150-ocr—Jack Posner ..... RTS
Pros & Kahns—w-400-orp—J. Kesner Kahn .... AMW
Queen's Park Roundup—w-1200-mim—Donald Fredericks ..... SUN
Reader Specials—oce-ill-Lc ..... KFS
Ron Poulton—w-600-mim—Ron Poulton ..... SUN
Roscoe Drummond Column—3tw-500-ocr—Roscoe Drummond ..... LAT
Say It Straight—w-600-mim-ocr-orp-Lc-wire-tts-tel—Victor Lasky ..... NANA
Sen. Barry Goldwater Column—w-500-ocr—Sen. Barry Goldwater ..... LAT
Senator Shaper—6tw-250-mim-ocr-orp-Lc-mail-wire-tts-tel—Bill Vaughan ..... NANA
Sidney Zion—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Sidney Zion ..... NANA
Soviet World—oce-900-mim-ocr-Lc-mail-wire-tts-tel—Eugene Lyons ..... NANA
Spotlight Service—w-var-mim-ocr-orp-wire-tts-tel ..... UFS
Straight Talk—w-qpt-orp—Tom Anderson ..... AMW
Strictly Personal—5tw-500-ocr—Sidney J. Harris . FIE
The Conservative Advocate—tw-600-ocr—William Rusher ..... UNP
The Constitution—d-500-orp—Porter B. Williamson MSC
The Economy Today—w-600-orp-ocr-mim-Lc-mail-wire-tts-tel—Herbert Stein ..... UFS
The Innocent Bystander—tw-600-mim—Arthur Hoppe ..... CHR
The Outrider—tw-600-ocr—Garry Wills ..... UNP
Tiede Washington Column—3tw-650-orp-tape-ocr—Tom Tiede ..... NEA
Tom Teepen Commentary—3tw-300-ocr-mail—Tom Teepen ..... ASI
Tom Braden Report—3tw-600-ocr—Tom Braden .. LAT
Vaughan At Large—3tw-600-ocr-orp-mim-Lc-mail-wire-tts-tel—Bill Vaughan ..... UFS

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by A. Conan Doyle

THE ILLUSTRATED ADVENTURES OF THE WORLD'S MOST FAMOUS DETECTIVE.

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6051 Scenic Ave. Hollywood, Cal. 90068

Virginia Payette—3tw-600-mim-ocr-orp-mail-Lc-wire-tts-tel—Virginia Payette ..... UFS
Wagner Editorial Column—sw-400-xerox-mail—Philip Wagner ..... WAG
Washington Calling—2tw-800-orp-mail-Lc-wire-tts-tel-ocr-mim—Marquis Childs ..... UFS
Washington Insight—tw-875-wire-ocr—Joseph Kraft FIE
Washington Merry Go-Round—dS-800-orp-ocr-mim-Lc-mail-wire-tts-tel—Jack Anderson ..... UFS
Washington Reports—occ-var.-mim-ocr-Lc-mail-wire-tts-tel—Walter Mead ..... NANA
Watch On Washington—w-1000-ocr—Clark Mollenhoff ..... RTS
Watching The World—3tw-750-mim—Crosby S. Noyes ..... WSS
Weekly News Service—w-var-mim-lgp-mail—Staff . WPS
Westell Report—w-750-mim—Anthony Westell ... TSS
What America Needs Today—occ-750/1250-lgp .. ART
Wilkens Column—w-500-ocr—Roy Wilkins ..... RTS
Will Rogers Says—5tw-varies-orp-ocr—Bryan Sterling ..... RTS
Wilson Column—3tw-500-ocr—David B. Wilson ... LAT
With The People—tw-600-ocr—Chuck Stone ..... UNP
Words, Wit & Wisdom—dexS-300-orp-ocr-mim-Lc-mail-wire-tts-tel—William & Mary Morris ..... UFS
World Horizons—Sunday feature package-S-12,000-tt—Staff ..... UPI
World in Focus, The—w-700/750-telex/mail—William R. Frye ..... FRY
Worth Repeating—d-25-ocr—Theron Liddle ..... RTS
Yost Column, Charles W.—w-800-telex/mail—Ambassador Charles W. Yost ..... FRY

14-EDITORIAL CARTOONS

Another View—dexS-14emsx2¾"-2c4"-orp-mat—John Stees ..... UFS
Ben Wicks Cartoon—dS-1c3"/1½c4¾"-orp-mat—Ben Wicks ..... SUN
Berry's World—d-2c5¾"-mat-orp; S-tps-qps-hpt-mat-orp—Jim Berry ..... NEA
Blaine—3tw-3c/4c-orp—Blaine ..... MIL
Broadsides—dexS-1c2¼"/1½c2¾"-mat-orp—Charles Barsotti ..... LAT
Buescher Editorial Cartoons—6tw-2c-3c-mat-orp—Alfred J. Buescher ..... KFS
Caricatures—2tw-mat-orp—Ranan Lurie ..... LAT
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons . OPS
Celebrities Speak—w-qpt-orp-ill—Misc Authors .. OPS
Chambers—3tw-3c/5c-orp—Robert Chambers .... MIL
Christian Science Monitor News & Photo Service—5tw-var-lgp-orp-ocr ..... RTS
College Press Service—sw-7400-man-ill-mail ..... CPS
Conrad Editorial Cartoon—5tw-2c4"/3c6"-orp-mat—Paul Conrad ..... LAT
Country Parson—dex.S-1c4"-mat-orp—Frank Clark ..... RTS
Crawford's Cartoon—2tw-3c6¼"-mat-orp—Bill Crawford ..... NEA
Daily Donato—tw-3c7½"-orp-mat—Andy Donato . SUN
Darcy Cartoons—5tw-3c7"-mat-orp- Tom Darcy .. LAT
Doug Wright—2tw-5c-orp—Doug Wright ..... MIL
Ed Fischer Editorial Panel—dexSat., Sun,-3c6"-orp-mat—Ed Fischer ..... MCN
Editorial Cartoon—w-2c/3c-mat-orp—Dick Hodgins SM
Editorial Cartoon—3tw-4c-Lc-orp—Ruth Auth .. CTN
Editorial Cartoon—w-2c3¾"/3c5½"-orp-mat-ill—Staff ..... CSP
Editorial Cartoon—3tw-4c-Lc-orp—Jeff MacNelly .. CTN
Editorial Cartoon—5tw-4c-Lc-orp—Wayne Stayskal CTN
Editorial Cartoon—w-3c7"-orp-mat—Mike Gregory SUB
Editorial Cartoons—w-3c6"/2c4"-mat-orp—Herc Ficklen ..... AVA
Editorial Cartoons—5tw-3c-mat—Rick Wilson .... WLS
Editorial Cartoons—tw-3c6"-mat-orp—Yardley Jones ..... CWF
Editorial Cartoons—d-orp—Staff ..... BLP
Editorial Cartoons—4tw-3c4¾"-orp-mail—Bruce Jorgenson ..... IND
Editorial Page Cartoon—dexS-orp—Milt Morris .. APN
Elderman—d-spv-mat-wire—Roy Elderman ..... MCF
Faces In The News—d-½c2"/1c3½"-orp-lgp-mat-mail—Frank C. Murphy ..... DIS
Feiffer Cartoons—w-5c/6c-orp-mat—Jules Feiffer ..... FIE
Fischetti—5tw-3c/4c-orp—Fischetti ..... MIL
Fischetti—dexSat-3c/4c-orp-mat—John Fischetti .. FIE
Gamble Cartoons—5tw-6"x8"-mat-orp—Ed Gamble ..... RTS
Gene Basset—5tw-4c4¼", 3c3¼"-orp—Gene Basset ..... UFS
Grant Cartoon—5tw-3c7"-mat-orp—Lou Grant ... LAT
Graphic Commentary—w-4c6"-lgp—Francis Brennan NIE
Graysmith—tw-4c6"-orp—Robert Graysmith ..... CHR
Haynie Cartoon—5tw-3c8"-mat-orp—Hugh Haynie LAT
Henrikson Illinois Cartoon Service—w-3c6"-mat-orp—Arthur A. Henrikson ..... HEN
Herblock—dexSat-2c/3c-orp-mat—Herbert L. Block FIE
Hesse Editorial Cartoon—5tw-3c6½"-mat-orp—Don Hesse ..... LAT
Houston, C. P.—5tw-2c4"/3c6"-mat-orp—Clyde Peterson ..... RTS
How To Take The Fun Out Of Driving—d-w-var-orp—Dick Harris ..... HAA
Interlandi Cartoons—5tw-2c4"-mat-orp—Frank Interlandi ..... LAT
Kudlaty Cartoon—occ-3c6¼"-mat-orp—Ed Kudlaty NEA
Lane's Cartoon—5tw-3c6¼"-orp-mat—John Lane NEA
Lansky's Look—dexS-1c2⅝"-2c4⅛"-mat—
Local Editorial Cartoons—w-2c3"/3c6"-orp—Jerry Alexander ..... ALX
Bernie Lansky ..... UNP
London Express Feature Service—3tw-var-orp-ill-mail ..... UFS
Lurie Cartoons—5tw-orp—Ranan Lurie ..... LAT
MacNelly Caricatures—10m-1c-orp—Jeff MacNelly . CTN
MacPherson Cartoons—3tw-4c6"-mat-orp—Duncan MacPherson ..... TSS
Marlette—3tw-var-orp—Douglas Marlette ..... KFS
Mauldin—dexSat-2c/3c-orp-mat—Bill Mauldin .... FIE
McGovern Cartoon—w-orp—Bob McGovern ..... NCF
Mr. Politician—w-orp—Ranan Lurie ..... LAT
Mike Peters—4tw-3c3½"/4c5"-orp-mat—Mike Peters ..... UFS
Mossprints—m-ill-orp—Geoffrey Moss ..... WPW
Mr. Demgopi—dS-2c5"-orp-mat—Stephen C. Graham and Kirk A. Luehrs ..... TFI
National Cartoon—w-2c/3c-orp—David Boyd & Gus Wood ..... MOR
Ned Beard Editorial Panel—w-3c6"-orp—Ned Beard ..... MCN
Notes on the News—dexS-1c2¾"-orp-mat—Charles D. Pearson ..... PEA-MIL
Oliphant Editorial Cartoon—5tw-3c3"/4c4"-mat-orp—Patrick Oliphant ..... LAT
Outdoor Guideposts—w-4c5"-ill—Fred Luks .... OUG
Paul Szep Editorial Cartoon—dex sat. & S-3c6½"-orp-mat—Paul Szep ..... MCN
Pilsworth Cartoons—2tw-2c3½"-mat-orp—Graham Pilsworth ..... TSS
Poinier—dexS-3c7"-orp—Art Poinier ..... UFS
Political Cartoons—w-var-orp—McElhattan .... AMW
Rodewalt—3tw-4c-orp—Vance Rodewalt ..... MIL
Ron Robb Editorial—w-7"x7"-orp-mail—Ron Cobb SAW
Sanders—5tw-3c-mat-orp—Bill Sanders ..... FIE
Sidebarbs—w-4c1-orp-mat—Clyde Peterson ..... RTS
Signs of the Times—6tw-3c-Lc-orp—Val Valentine CTN
Sneyd Political Cartoons—5tw-2c3½"-mat-orp—Doug Sneyd ..... TSS
Sovereign State of Affairs—w-4c-orp—David Boyd & Gus Wood ..... MOR
Stampede—2tw-2c5"-orp—Jerry Palen ..... KSF
The Small Society—d-3c-4c; S-tps-hpt-color 4c-bl.—Morrie Brickman ..... KFS
Thoughts of Man—d-1c/½c-Lc-orp—William Summers & Jim Ivey ..... CTN
Uluschak—3tw-4c-orp—E. D. Uluschak ..... MIL
Walk On—6tw-2c-mat-orp—Mel Williamson & George Ford ..... CTN
Weekly Donato—w-3c4½"-orp-mat—Andy Donato SUN
Weekly News Service—w-var-mim-lgp-mail—Staff . WPS
Wicks Editorial Cartoon—8tw-1c2½"/1½c3½"-mat-orp—Ben Wicks ..... LAT
Zschiesche's Editorial Cartoons—5tw-3c-mat-orp—Robert D. Zschiesche ..... KFS

ECOLOGY
(See "Environment" No. 14B)

14A—EDUCATION

According to Guinness—dexS-40wds-ocr—Norris & Ross McWhirter ..... UNP
According to Guinness—dexS-2c2⅜"-mat—Norris & Ross McWhirter ..... UNP
Ask Aunt Madge—d-200/300-xerox-mail—Mary Madge Saksena ..... ASK
Bee Smart—w-4c2½"-orp—John Prinkey ..... FSF
Better English—dexS/w-100/200-mim-orp—D. C. Williams ..... WLG
Birthday Quiz—d-250-xerox-mail— Gordon B. Greb NSM
Christian Science Monitor News & Photo Service—5tw-var-lgp-orp-ocr ..... RTS
College Press Service—Sw-7400-man-ill-mail ..... CPS
Con-Pro—w-500-man-orp-mail—Neil Klotz ..... CPS
Dr. Max Rafferty Column—2tw-400-ocr—Dr. Max Rafferty ..... LAT
Education—w/cont-500/700-man-wire—Bella A. Queen ..... PWF
Education Today—w-500/600-tt—Patricia McCormack & Staff ..... UPI
Enterprise Sunday Features—sm-size varies-mim-ocr-ill-lgp—Various Authors ..... EF
Gilmore Brothers Music Scene—w-spr-orp-mat—Douglas & Keith Gilmore ..... TEL
Good Earth Almanac—S-hps/tps/qps/pt-mat—Monte Burch ..... UNP
Heads n' Tails—w-hpt-mat—Edward O'Brien .... ECS
How Do They?—tw-125-ocr-lgp ..... UNP
How To Be A Better Manager—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Be More Successful—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Build A Steady Second Income—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Build Your Business—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Communicate Effectively—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Develop And Use Success Habits—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Develop Your Personal Potential—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Increase Your Sales And Profits—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Make More Money—Now!—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Manage Conflict—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Market Your Job Skills—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Motivate Yourself—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Save Your Time And Money—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Start And Operate Your Own Franchise—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Start, Build Your Own Mail Order—w-500/var-mail—Whitt N. Schultz ..... KNF
How To Use Gold Mine Between Your Ears—w-500/var-mail—Whitt N. Schultz ..... KNF
Inside TV—w-400-orp—Joey Sasso ..... MCN
Johnny Wonder—d-4c3"/2c6⅛"-orp-mat—Dick Rogers ..... EF
Knight News Wire—7tw-var-wire ..... CTN
Lesson In English—dexS/w-100/200-mim—W. L. Gordon ..... WLG
Let's Make—w-2c4½"-orp—Ben Corey ..... HAR
Literary Trends—S-650-mim-orp— A. J. Williams TAG
Nothing But The Truth—w-2c-orp-mat—Russ Arnold ..... SM
The Business of Writing/Writing for Profit—cont-500/1,000-xerox-mail—V. A. Levine ..... SYN
The Formula—w-100-ocr—Norm Stark ..... UNP
The Spoiler—3tw-2c6"t-orp—Stephen C. Graham and Kirk A. Luehrs ..... TFI
Uri Geller Column—w-700-mim—Uri Geller .... MCN
You. Your Child, and School—w/5tw-500-mim—David Nydick ..... DAN
Winch Line—w-150-orp—Danny Winchell ..... MCN
Women's Newsfeatures ..... WOP
Young Newsmakers—w-450-orp-mat—Katherine Randall ..... SUB

14B—ENVIRONMENT ECOLOGY

Christian Science Monitor News & Photo Service—5tw-var-lgp-orp-ocr ..... RTS
Energy/Ecology Roundup—w-var-mail—Various ... CAP
Energy World—w-500-tt-orp—Staff ..... UPI
Good Earth Almanac—S-hps/tps/gps/pt-mat—Monte Burch ..... UNP
Knight News Wire—7tw-var-wire— ..... CTN
Let's Make—w-2c4½"-orp—Ben Corey ..... HAR
Mother Earth News—tw-700-ilm-orp-ocr—John Shuttleworth ..... RTS
Mr. Crabtree—d-3c5"-orp ..... ITP
N-Vironment—w-750-mim-mail—Norm Davis ... NMD
Our Energy Crisis—w-Lc—Dr. Lawrence Rocks & Dr. Richard Runyon ..... KFS
Our Environment—2tw-700-ocr—Jeff Stansbury and Edward Flatteau ..... LAT
Science In The News—w/fn/m-500/600-xerox-lgp-mail—Walter B. Hendrickson, Jr. ..... AUN
Speaking of Science—w-400-mim—Jim Murphy .. UNI
Special News Articles—ind-var-man-mail—Richey-Bosch-Marshall ..... RBN

FARMING
(See Gardening—Classification No. 19)

15—FASHIONS

And Sew On—m-500-mim—Gloria Pitzer ..... PIT
Australian Home Journal—m-ps-orp-ill ..... OPS
Australian Women's Weekly—m-ps-rop-ill ..... OPS
Beauty Tips from Hollywood—w-500-orp-various show business personalties ..... BPS
Behind The Seams—w-450-orp-mat—Peggy Bendel SUB
Cleo Magazine from Australia—m-ps-orp-ill .... OPS
Clotheslines—w-600-ocr-ill—Marylou Luther .... LAT
Daily News Record Service—5tw-rar-orp-lgp-mail . FA
Editorial Material and Pictures for Women's Pages UOP
Fascinating Fabrics—w-500-mim—Frances Dietrich MCN
Fashion & Fabrics—w-400-orp—Fannie Gleeson .. MCN
Fashion in the News—w/fn/m-500/600-xerox-lgp-mail—Martha Allman ..... AUN
Fashions—w-mail—Dina Dellale ..... EPS
Fashion & Beauty Tips—w-var-orp-tape-ocr—Staff NEA
Fashion Face and Figure—w-5000-mim-ocr-ill-orp-lgp-Lc-wire-tts-tel—Florence de Santis ..... UFS
Fashion 'n Figure—ind-4c5"-Lc-mail—Paige Palmer ..... FAS
Fashions—w-750-mim—Joan Grady ..... ASC
Haut Couture—sea-5000/pix-man-tape-tel—Mid Paulus ..... MCF
Knight News Wire—7tw-var-wire ..... CTN
Life Style—3tw-900-orp-Lc-mail-wire-tts-tel-mim-ocr-lgp—Marian Christy ..... UFS
Look Smart—w-500-ill-ign-orp-ocr—Harry Juster.. RTS
Man To Man—w-500-mim-lgp—Bill Thomas ..... CF
Men's Wear—w-1c5"-orp—Paul Hamlin ..... SPS
Men's Wear—w-500-tt-orp—Walter Logan ..... UPI
Needlepointers—w-400-ocr-lgp—Daphne Ginnings . UNP
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ... NEA
Now—tw-1c7"-75-ill-orp-ocr—Gene Loyd ..... RTS
Paris Report—3tw-300-Lc—Monique ..... CTN
Patterns & Needlework—S-pt-hpt-orp-mat—Staff .. NEA
Patterns & Pointers—S-tps-pt-hpt-orp-mat—Polly Kramer ..... NEA
Sew Biz—w-600/700-mim-ill—Julia C. McCombs COE
Sew Like A Pro—w-850-orp—Roxane ..... APN
Sew What's New—w-400-ocr-ill—Sandra Kelly .. UNP
Stitchin' Time—w-500-orp-ilm-tape-ocr—Judy Love & Joanne Schrieber ..... NEA
The Fashion Strip—w-var-lgp—Ethel Burge .... BUR
The Scene—w-500-mim-mail—Robt. Edward Curtis GSM
W-Service—Sm-var-orp-lgp-color-mail-ill ..... FA
What Next—w-var-orp—Paul Hamlin ..... SPS
Women's Wear Daily—5tw-var-orp-lgp-mail— ..... FA
Your Fashion Image—w-1cx5"-xerox-lgp—Charlotte Wilkinson ..... YFI

FINANCIAL
(See "Business"—Classification No. 7)

16—FICTION

Adventures of Surelock Wholesum—w-var-xerox—Leonard Smukler ..... SMU
Best Sellers (Fiction & Non-Fiction)—w-hps-pt-orp/book form—various authors ..... BPS
Books-Into-Serials—Cont-occ-var-man-mim—various authors ..... CHA
Christmas Stories—w-250/2,000-orp—various authors ..... BPS
Daily Short Story—d-ps-orp-ill—misc. authors .. OPS
Double Take—3tw-500-ocr—Gerald Nachman ..... CTN
Famous Short Stories—w-250/2000-orp—various authors ..... BPS
Stories—sm-var-xerox—Leonard Smukler ..... SMU

The Business of Writing/Writing for Profit—cont-500/1000-xerox-mail—V. A. Levine ..... SYN
Two-Minute Mysteries—Back Issues only-350-mim—Donald J. Sobol ..... TM

17—FILLERS

A Little Prayer—dS-1c1″-orp-mail—Mary Alice Bennet ..... AF
About People—5tw-600-tt—Staff ..... UPI
According To Guinness—dexS-40wds-ocr—Norris and Ross McWhirter ..... UNP
Anagrams—6tw-150-mail-Lc-mim-ocr-orp-wire-tts-tel ..... UFS
Army Funnies—w-var-man—Buddy Basch ..... BAS
Ask Aunt Madge—d-200/300-xerox-mail—Mary Madge Saksena ..... ASK
Barbs—dex.S-1c-var-orp-ilm-tape—Phil Pastoret . NEA
Before You Buy—S-700-orp-ocr-mim-mail-wire-tts-tel—Margaret Dana ..... UFS
Better Filler Service—w-40 items (1 to 7 lines)-orp-mail ..... BFS
Between Us Girls—d-20-mim-mail ..... AF
Bicentennial Facts—5tw-var-orp-ill-ilm—World Almanac Staff ..... NEA
Celebritee-Hees—w-var-man—Buddy Basch ..... BAS
Consumer's Question Box—w-900-orp-Lc-mail-wire-tts-tel-mim-ocr—Margaret Dana ..... UFS
Continental Diary—w-700-min-ocr-orp-Lc-mail-wire-tts-tel—Noel Anthony ..... NANA
Column Closers—dex.S-orp-tape-ocr—Staff ..... NEA
Comic Dictionary—dS-10-ocr—Evan Escar ..... RTS
Distillates Of Random Thoughts—w-200/300-spv-mim—Charles Rehns ..... REH
Don MacLean—6tw-600-orp-ocr-mim-Lc-mail-wire-tts-tel—Don McLean ..... UFS
Fact Fillers—w-5½″-orp-mat—Staff ..... CSP
Filler Material—m-ps-orp ..... MIN
Fillers—m-5600-mim—Staff ..... ROB
Fillers—w-1c/2c-orp—Rosalyn Boyd ..... MOR
Flashback Calendar—dS-1c1¼″-orp-mail ..... AF
For a Happy Life—w-90-mim—Fritchie Saunders . HC
Fun Fillers—w-1c5″-orp-mat—Staff ..... CSP
Glasserfied Directory—m-var-mim—Selma Glasser ..... GLA
Good News Only—d/tw/w-600-xerox-mail—Roger Sharp ..... CIT
Grab Bag—d/tw/w-100-xerox-mail—Fred Philcox . CIT
Happy Gardener—w-250-orp ..... MCN
Have Fun—w-1c10″-mat-orp—Lee Bryan ..... BLA
Help Police!—w-var-man—Buddy Basch ..... BAS
Histo-Graphics—dexS-1c3″-orp—Julie McDowell .. CFI
Homemaker's Newsletter—m-var-mim—Gloria Pitzer ..... PIT
Humoresque—w-100-mail-xerox—Don Alexander .. ARU
If Your Name Is . . .—w-470-mim-man-xerox—Ann Reynolds, Ph.D. ..... RFS
It's In The Bible—occ-var-man-mail—Sanford C. Payne, Jr. ..... PAY
Karikature Karnival—w-1c6″-man-ill—Joe Kaliff . AMF
Karikaturetts—w-1c6″-ill—Staff ..... AMF
Ladies First—w-700-mim-ocr-orp-Lc-mail-wire-tts-tel—Trixie Belmont ..... WNS
Law Briefs For Business—d/w-500-man—Martin J. Ross ..... LAW
Legal Aid—d/w-500-man—Martin J. Ross ..... LAW
Medicine Chest—w-250-orp—H. Boswell York, R.Ph. ..... MCN
Nit Wit—dS-var-man-mail—Robert Thornton ..... THF
Now You Know About—dexS-50-tt—Staff ..... UPI
Otto Sez—dS-1c1″-mim—Frank Nickens ..... HPS
Orben's Comedy Fillers—m-4ps-orp-mail—Robert Orben ..... COC
People And Problems—d/w-500-man—Martin J. Ross ..... LAW
Portraits—d-var-mim—Kristina Metcalfe ..... POR
Pot Luck—w-100-mail-xerox—Don Alexander ..... ARU
Quirks in the News—d-var-tt—Staff ..... UPI
Quote/Unquote—w-var-orp-ill-ilm-tape-ocr—various NEA
Read and Remember—dexS/w-100-mim—W. L. Gordon ..... WLG
Real Names/Reel Names—w-var-man—Buddy Basch BAS
Robert's Rules—dS-var-man-mail—Robert Thornton THF
Rosettes—dexS-2c2″-man—Elinor K. Rose ..... ROS
Science Briefcase—w-800-mim—Staff ..... ESN
Senator Soaper—6tw-250-mim-ocr-orp-Lc-mail-wire-tts-tel—Bill Vaughan ..... NANA
Shorts—dexS-orp-tape-ocr ..... NEA
Snappy Filler Service—w-ps/5c-Lc-orp-mail ..... SFS
Special Shorts & Fillers—w-ps-orp—Staff ..... APN
Strictly Fresh (Short Takes)—w-200-orp-mat ..... SUB
Sugar and Spice—d-30-mim-mail—Elinor K. Rose .. AF
The Home Game—w-300-orp-Virginia Truax ..... MCN
The Illiterate Journal—occ-var-man-mail—S. Clem Payne ..... PAY
The Poet of The People—dexS-75-mim—Edgar A. Guest ..... WSS
This Day In History—7tw-Lc-ocr ..... KFS
Thoughts—dexS-orp-tape-ocr ..... NEA
Thumb Nail Briefs—d/comt/5tw/occ-var-man-mail—S. Clem Payne ..... PAY
Timeless Tidbits—w-var-orp ..... AMW
Tom-Tom—w-500/750-mim—Linda Ford ..... WES
What's Your Problem?—w-500-mim-man-xerox—Linda Lawrence ..... RFS
Winch Line—w-150-orp—Danny Winchell ..... MCN
Women's World—5tw-150-mim-ocr-orp-mail-wire-tts-tel—Iris Hartman ..... WNS
Word Game—7tw-150-mim-ocr-orp-mail-Lc-wire-tts-tel ..... UFS
Words, Wit & Wisdom—dexS-300-orp-ocr-mim-Lc-mail-wire-tts-tel—William & Mary Morris ..... UFS
Worth Repeating—d-25-ocr—Theron Liddle ..... RTS
Wry Lines—6tw-2c2½″-xerox-mail—Bruce R. Wilmer ..... WBB
Your Medicare—w-400-mim—Eugene Miller ..... MLN

18—FOOD

All About Wine—2tw-500-Lc—Ruth Ellen Church CTN
Along The Food Trail—fn-600-orp-mim—The Bascomes ..... BA
Along The Wine Trail—fn-600-orp-mim—The Bascomes ..... BA
Beard on Food—w-750-mim—James Beard ..... WSS
Better Cookers—m-var-mim—Gloria Pitzer ..... PIT
Bev's Bits & Bites—w2c11″-orp-Lc ..... HPP
Bob Dana On Wine—w-500-orp—Bob Dana ..... NEW
Calorie Countdown—w-500-orp—Susan Duff Mastro MCN
Celebrity Cookbook—w-500/1,000-ocr-igp—Johna Blinn ..... LAT
Chateau & Briand—w-4c2″-orp—Don Van Nozzi ... SPS
Chef Marcia—1tw-700-mim-ocr-orp-Lc-mail-wire-tts-tel-igp—Marcia Burg ..... WNS
Christian Science Monitor News & Photo Service—5tw-varies-igp-orp-ocr ..... RTS
Collectors Items—w-2-1/6 x 6″-orp—Carolyn Anderson ..... AMW
Cooking—w-450-tt-orp—Jeanne Lesem ..... UPI
Cooking with Rojas-Lombardi—w-750-mim—Rojas-Lombardi ..... ASC
Eat and Grow Younger—24 part series-2c15″-orp-ill-ilm—Lelord Kordel ..... SPE
Eat, Drink & Be Merry—1tw-700-min-ocr-orp-Lc-mail-wire-tts-tel—Robert J. Misch ..... WNS
Eat Up and Slim Down—14 part series-3c10″-Lc-ill-ilm—Lelord Kordel ..... SPE
Eat Your Troubles Away—20 part series-2c15″-Lc-Lelord Kordel ..... SPE
Editorial Material & Pictures For Womens Pages . UOP
Famous Recipes—w-250/750-orp-igp-color—J. Sherrod ..... BPS
Food—w-mail—Peggy Read ..... EPS
Food and Your Health—2tw-400-ocr—Frederick J. Stare, M.D. ..... LAT
Food Facts—w-2c/3c-ill-orp—Staff ..... LUI
Food for Americans—4tw-400-orp-ill-tape-ocr—Aileen Claire ..... NEA
Food For Thought—3tw-mat-orp—Alice Denhoff ... KFS
Food For Thought—m-500-mim—Gloria Pitzer ... PIT
Food For Thought—2tw-760-ocr—Dr. Jean Mayer .. CTN
For The Consumer—2tw-700-mim-ocr-orp-Lc-mail-wire-tts-tel—Sidney Margolius ..... WNS
Fun In The Kitchen—3tw/S.-var-orp-man-mail—Michelle Christian ..... RBN
Gourmet's Notebook—w-500-xerox-mail—Rebecca Caruba ..... INP
Gourmet On A Budget—w-400/500-man—Sandal & Pritch English ..... ENG
Homemaker's Newsletter—m-var-mim—Gloria Pitzer PIT
In The Kitchen—w-600-mim—Tiny Bennett ..... SUN
Kitchen Recipes—tw-300-mim—Gwen Smith ..... TEE
Kitchen Sampler—w-1c12″-mim—Jane Mengenhauser KSS
Knight News Wire—7tw-var-wire ..... CTN
Let's Ask The Cook—3tw-500-ocr—Nan Wiley ... RTS
Let's Live Longer—12 part series-3c10″-orp-ill-ilm—Lelord Kordel ..... SPE
Maddox Column—w-400-orp-tape-ocr—Gaynor Maddox ..... NEA
Mom's Lunch Break—2tw-300/500-mim-igp-mail—Rose Irene Hammer ..... STH
My Basket Of Recipes—2tw-1000-man-tape-tel—Mid Paulus ..... MCF
Newfeatures—d-var-orp-ill-ilm-tape-ocr—Staff .... NEA
On Wines—w-1c3″-igp—Bill Sonstein ..... SON
Skillet Club—w-350-ocr—Frank Kohler ..... LAT
Slim Gourmet—3tw-600-mim-orp-Lc-mail-wire-tts-tel—Barbara Gibbons ..... UFS
Tasty Tales—w-2c12″-mim—Charles Rehns ..... REH
The Butcher—w-600-mim-ill—Merle Ellis ..... CHR
The Home Game—w-300-orp—Virginia Truax ..... MCN
Thinking Slim—w-500-orp-mat—Jean Nidetch .... SUB
Thought For Food—w-1c5″-orp-mat-ill—Staff .... CSP
Tips On Tables—w-500-mim—Ray Wilson ..... NEW
W—Sm-var-orp-igp-color-mail-ill ..... FA
What's New In Foods—qt-ps-man—Phyllis Lasky .. AEW
Wine Connoisseur—w-600-ocr—Robert Lawrence Balzer ..... LAT
Wine Primer—w-500-mim—Mark Pugner ..... TAG
Women's Wear Daily—5tw-var-orp-igp-mail ..... FA

19—GARDENING FARMING

Agricultural Roundup—w-var-mail—Various ..... CAP
Backyard Bounty—w-359-mim—Jan Riggenbach .. JAN
Backyard Gardener—tw-sw-w-1000-mim—Jon Peterson ..... BRK
Christian Science Monitor News Photo Service—5tw-var-igp-orp-ocr ..... RTS
Country Sunshine—dS-600-orp--man-mail—Betty Holberg ..... RBN
Down To Earth—w-500-man-ill—Walter Masson .. MAS
Farm Reports—occ-600-mim-ecr-orp-Lc-mail-tts-wire-tel—James Fisher ..... NANA
Flower Magic—w-400 mim—Dennis Cleary ..... DEN
Gardening—w-500-mim-ill—Fred Dale ..... TSS
Gardening Series—sea-var-orp-ill-ilm-tape-ocr ..... NEA
Gardens—w-500-mim—Olive E. Allen ..... DHJ
Good Earth Almanac—S-hps/tps/qps/pt-mat—Monte Burch ..... UNP
Green Talk—w-750-mim-igp—Jud Arnold ..... CWF
Happy Gardener—w-250-orp ..... MCN
Home Garden & Queries—2tw-600-ill-xerox—Art Kozelka ..... CTN
Homemaker's Newsletter—mt-var-mim—Gloria Pitzer ..... PIT
Indoor Gardener—sw-tw-w-1000-mim—Jon Peterson BRK
Indoor Gardening—w-500-ocr-ilm—Katherine B. Walker ..... FIE
Indoor Gardening—w-500-mim-ill—Gay Nightingale ITP
It's In The Bible—occ-var-man-mail—Sanford C. Payne, Jr. ..... PAY
It's Your Landscape—w-600-ocr-ilm—George Creed ..... FIE
Jolly Green Thumb—w-450-orp-mat—Mary Furey Crymes ..... SUB
Miracle Gardening—w-500-orp-igp-color—J. Finletter ..... BPS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff .... NEA
On Gardening—w-600-mim—John Bradshaw ..... SUN
On The Farm Front—3tw-500-tt—Bernard Brenner ..... UPI
Patterns For Better Living—dS-var-man-igp-mail-ocr—Steve Ellingson ..... UB
Plant Parenthood—m-300-mim—Gloria Pitzer .... PIT
Polly's Pointers—dS-450-orp-ill-ilm-tape-ocr—Polly Cramer ..... NEA
Stampede—2tw-2c5″-orp—Jerry Palen ..... KSF
The Green Thumb Question Box—w-500/600-mim-mail—George Abraham ..... TGT
The Green Thumb Question Box—w-500/600-mim-mail—George Abraham ..... TGT
The Illiterate Journal—occ-var-man-mail—S. Clem Payne ..... PAY
The Urban Gardener—3tw-500-mim—Susan Mastro MCN
Thumb Nail Briefs—d/cont/5tw/occ-var-man-mail—S. Clem Payne ..... PAY
U-Bild It—dS-var-man-igp-mail-ocr—Steve Ellingson UB
Walter Masson—w-500-man-ill—Walter Masson ... MAS

GRAPHOLOGY
(See "Astrology"—Classification No. 1)

20—HEALTH

*Ask Dr. Brothers—7tw-Lc-orp-ocr—Dr. Joyce Brothers ..... KFS
Beauty Is . . .—w-var-xerox—Madame Lucille Bouchard ..... BOU
Calorie Countdown—w-500-orp—Susan Duff Mastro MCN
Child Care—dexS-350-ocr—William G. Crook, M.D. LAT
Dr. Lee Salk Column—2tw-750-ocr—Dr. Lee Salk .. FIE
Eat And Grow Younger—24 part series-2c15″-orp-ill-ilm—Lelord Kordel ..... SPE
Eat Your Troubles Away—20 part series-2c15″Lc—Lelord Kordel ..... SPE
Family Physician—w-450-orp-mat—James G. Price, M.D. ..... SUB
Fashion 'N Figure—ind-4c5″-Lc-mail—Paige Palmer FAS
Feel Young Again—24 part series-3c10″-orp-ill-ilm—Lelord Kordel ..... SPE
For Better Health—dexS-350-ocr—S. L. Andelman, M.D. ..... LAT
For Women Only—3tw-500-ocr—Dr. Lindsay Curtis NNS
Good Health Through Mind Power—Sm-4c5″-mim—Charles Rehns ..... REH
Growth, Conflict And Hangups—2tw-500-Lc—Saul Kapel, M.D. ..... CTN
Health And Medicine—occ-var-mim-ocr-igp-orp-Lc-mail-wire-tts-tel—Ana Honig ..... WNS
*Health Capsules—dexS-1c3″-orp-mat—M. Pettl, M.D. & Judd Hurd ..... UFS
Health Column—d-400-orp-tape-ocr—Lawrence E. Lamb, M.D. ..... NEA
Health Science News—w-500-man—Samuel Klein, Dr. SC ..... RTV
Health Today—w-500-orp—Dr. O. A. Battista .... BPS
How To Keep Fit—3tw-300-ocr—Dr. Robert K. Kerlan ..... CTN
How To Keep Well—7tw-800-ocr—T. R. Van Dellen, M.D. ..... CTN
Let's Live Longer—12 part series-3c10″-orp-ill-ilm—Lelord Kordel ..... SPE

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Let's Stay Well—6tw-40-mim-ocr-orp-Le-wire-tts-tel—F. J. L. Blasingame, M.D. ..... UFS
Live Longer And Be Happy—Sm-2c12″-mim—Charles Rehns ..... REH
Look . . . And Feel Your Best—w-600/2c5″-orp-man-mail-Igp—Paul Bernstein (Mr. Physical Fitness of USA) ..... RBN
Man & Medicine—w-600-mail—Irwin J. Polk, M.D. PAG
Medical Consumer—2tw-850-mim—David Hendin .. ESN
Medical Memos—5tw-150-ill-ocr—H. L. Herschensohn, M.D. ..... LAT
Medicalia—cont-600-mim-igp—M. W. Martin .... MAR
Medicine—w-var-mim—Dr. M. L. Salomon ..... WUP
Medicine Chest—w-250-orp—H. Boswell York, R.Ph. MCN
Medicine Today—w-800-ocr—Ed Orloff ..... CFI
*Mirror of Your Mind—d-2c; ill-mat-orp—John Conwell ..... KFS
Newsfeatures—d-var-oap-ill-ilm-tape-ocr—Sta .... NEA
Newsfeatures—2TW-850-mim-1gp ..... ESN
Picture of Health—w-2c/3c-ill-orp—Staff ..... LUI
Science Briefcase—w-800-mim—Staff ..... ESN
Self Service For Better Living—sm-4c5″-mim—Charles Rehns ..... REH
Sex Life—w-1,000-xerox—Warren S. Pepper ..... BIS
Speaking of Science—w-400-mim—Jim Murphy .. UNI
*Speaking of Your Health—6tw-mat-orp—Dr. Lester L. Coleman ..... KFS
Stay Alive Longer—21 part series-2c15″-orp-ill-ilm—Lelord Kordel ..... SPE
Staying Healthy—3tw-500-man-tape-tel—Dr. Clarke Hankey ..... MCF
Stop Killing Yourself—5tw-600-orp—Peter J. Steinerohn, M.D., F.A.C.P. ..... MCN
Test Yourself—d/w-500/750-orp-ill—Jane Sherrod Singer ..... BPS
The Marriage Doctor—w-700-mim—Joseph Trainer, M.D. ..... STT
The Private Life—w-700-orp-tape-ocr—Lawrence E. Lamb, M.D. ..... NEA
The Spoiler—3tw-2c6″t-orp—Stephen C. Graham and Kirk A. Luehrs ..... TFI
To Your Good Health—w-750-orp—Dr. Thosteson .. MIL
VIP Medical Grapevine—d/S/cont/var-500 to 1200-var-man—Ruth Nathan Anderson ..... VMG
Welch Medical Report—tw-500-ocr—Dr. William Welch ..... RTS
Women's Newsfeatures ..... WOP
You And Your Health—w-400-orp—Dr. Peter J. Esse ..... MCN
Young and Healthy—3tw-600-ocr—Frank Falkner, M.D. ..... LAT
Your Medicare—w-400-mim—Eugene Miller ..... MLN
Your Medicine Chest—5tw-500-var-mim-orp-mail—Dr. Wayman McCoo ..... WOR

21—HISTORY—POLITICS

A Conservative View—3tw-750-mim—James J. Kilpatrick ..... WSS
Alice Widener—3tw-500-mim—Alice Widener ... USA
American Viewpoints—w-1c3½″-orp-mat-ill—Staff. CSP
Americana 200—w-500/750-mim—Staff ..... WES
Anniversary Story—m-1200-man-ill ..... ITP
As You Were—dex-S-2c4½″-orp—Jim Baker .... PIO
Ask Aunt Madge—d-200/300-xerox-mail—Mary Madge Saksena ..... ASK
Backstairs at the White House—S-500-tt—Helen Thomas and Staff ..... UPI
Behind The Scenes At The United Nations—w-var-spv-mim—David Horowitz ..... WUP
Ben Hardy—w-hps-orp—Jim Baker ..... PIO
Bicentennial: Annals of History—6tw-100-tt—Special Writers ..... UPI
Bicentennial: Courses by Newspapers—w-1000-tt—Special Writers ..... UPI
Bicentennial: Dateline 1775-76—7tw-50-tt—Special Writers ..... UPI
Bill Digest—5tw(sea)-var-mail ..... CAP
Brudnoy's Complaints—tw-600-ocr—David Brudnoy UNP
Capital Fare—d ex. sat & S-600-mim—Andrew Tully ..... MCN
Carroll Righter Horoscope—7tw-700-orp—Carroll Righter ..... MCN
Christian Science Monitor News & Photo Serivce—5tw-var-igp-orp-ocr ..... RTS
College Press Service—Sw-7400-man-ill-mail ..... CPS
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How A Nation Began (Bicentennial)—w-750-xerox-mail—Herbert C. Bradshaw ..... BRD
If Your Name Is . . .—w-470-mim—man-xerox—Ann Reynolds, Ph.D. ..... RFS
Investigative Reports—occ-var-mim-ocr-orp-Le-mail-tts-wire-tel—Robert J. Wagman ..... NANA
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Jack Anderson's Weekly Special—w-800-orp-ocr-mim-Le-mail-wire-tts-tel—Jack Anderson ..... UFS
Jesterday—dexS-1c2⅛″-mat-orp—Mario Risso .... RTS
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Justice Story—w-1,500-orp ..... CTN
Karol C. Thaler—2tw-600-mim-ocr-orp-Le-mail-wire-tts-tel—Karol C. Thaler ..... NANA
Latin America—w-600-mim-ocr-orp-Le-mail-wire-tts-tel—Virginia Prewett .....NANA
London Economist News Service—4-5tw-var-orp-tape-ocr-ill—Economist of London ..... NEA
London Express Feature Service—3tw1var-orp-ill-mail UFS
London Express News Service—6tw-var-Le-wire-tts-tel-mail ..... UFS
Magazines in Review—w-500-tt-Staff ..... UPI
Martin F. Nolan—3tw-600-orp-ocr-Le-mail-mim-tts-wire-tel—Martin F. Nolan ..... UFS
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Middle East Outlook—w-800-xerox—Henry Eisenberg RAD
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National Whirligig—5tw-700-mim-ocr-orp-Le-wire-tts-tel—Ernest Cuneo ..... NANA
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Soviet World—occ-900-mim-ocr-orp-mail-wire-tts-tel—Eugene Lyons ..... NANA
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The Political Animal—w-1,000-ocr—Joe Scott .. OAK
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We Hold These Truths—tw-2c/var-orp-mat—MacNelly & McKenzie ..... UFS
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World News Summary—6tw-800-tt—Staff ..... UPI
World Spotlight—w-800-mail-orp-Le—Marx. Arthur ARU
Yost Column, Charles W.—w-800-telex/mail—Ambassador Charles W. Yost ..... FRY

22—HOUSEHOLD, DO-IT-YOURSELF, HOUSE PLANS, INTERIOR DECORATING

Air Conditioning Clinic—w-400/500-mim ..... GAR
All About Antiques—w-600-mail-mim-Le-orp-ocr-ill-wire-tts-tel—Anita Gold ..... UFS
And Sew On—m-500-mim—Gloria Pitzer ..... PIT
Around The House With Jan Paul—w-500-mim—Jan. S. Paul, Ph.D. ..... PAB
Australian Home Journal—m-ps-orp-ill ..... OPS
Australian Woman's Weekly—m-ps-orp-ill ..... OPS
Book Digest—w-ps-orp-ill—Misc. Authors ..... OPS
Christian Science Monitor News & Photo Service—5tw-var-igp-orp-ocr ..... RTS
Cleo Magazine from Australia—m-ps-orp-ill ..... OPS
Collector's Item—w-300-mim—John Hearn ..... TSS
Common Cents—5tw-120-ocr-ill-mail—Kate McQueen ..... ASI
Cooking Column—w-200-mim—Norma Barach ..... JTA
Deco-Plans—w-var-mim-igp—Jean-Paul St-Michel . CWF
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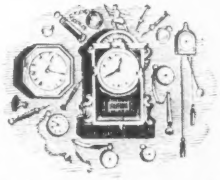

Antiques in America

"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

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Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff .... NEA
Old-Fashioned Thrift—tw-2c4¾"-orp—Katie Hess . RTS
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Your Home—2tw-300-ocr-lgp—Carolyn S. Murray . LAT
Your Home—Build and Improve—w-ill-mat-orp—John D. Bloodgood and Agustus Suglia ..... KFS

23—MAPS

Background Maps—w-450-orp—Tom Hoge ..... APN
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24—MOTION PICTURES

Ask Dick Kleiner—2tw-var-orp-tape-ocr—Dick Kleiner ..... NEA
Beauty Tips From Hollywood—w-500-orp—Various show business personalities ..... BPS
Celebrity Cookbook—w-500/1000-lgp-ocr—Johna Blinn ..... LAT
Celebrity Parade—w-450-orp-mat—Cathy Post Field SUB
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Cindy Adams Interviews—occ-600-mim-ocr-orp-Lc-mail-wire-tts-tel-lgp—Cindy Adams ..... WNS
Coulouris—w-1000-man-tape-tel—George Coulouris ..... MCF
Dick Kleiner/Hollywood—3tw-600-ocr-tape-orp-ilm—Dick Kleiner ..... NEA
Entertainment And The Arts—occ-500/1,000-min—Staff ..... IMN
Film Fare—5tw-500-mim-orp—Laurie Lee ..... WOR
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Filmland Feedback—3tw/S-500/var-mim-orp-mail—Nancy Lane ..... WOR
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Movie World—w-var-tt—Staff ..... UPI
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Rated G—occ-600-mim-ill-var-orp—Lucinda ..... NPS
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You, Your Child, and Entertainment—w-300-mim-David Nydick ..... DAN

25—MUSIC

Captain Fred's Ozone Patrol—Sm-qpt-orp-mail—Fred James ..... MOD
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Entertainment And The Acts—occ-500-1000-mim—Staff ..... IMN
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Hollywood Inside—5tw-750-mim—John Austin .... HIS
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Pop Scene Answer Man—w-700-mim-ocr-orp-mail-Lc-wire-tts-tel ..... UFS
Pop Scene Service—w-5000-mim-ocr-orp-Lc-igp-mail-wire-tts-tel—Barbara Lewis ..... UFS
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Products in Review—occ-500/1,000—mim—Staff ..... IMN
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Tune In—w-var-orp—Bobby Ashley ..... SPS

26—NATURE

Camping All Year Round—w-500-orp—Bob Nesoff ..... MCN
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Coral Corner—3tw-1000-man-tape-tel—Bill Hankey ..... MCF
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Let's Make—w-2c4½"-orp—Ben Corey ..... HAR
Martin's International Newsreel—occ-var-igp—Staff ..... MAR
Midwestern Backpacker—w-1000-mim—D. J. Herda ..... BRK
Mother Earth News—tw-700-ilm-orp-ocr—John Shuttleworth ..... RTS
Mr. Crabtree—d-3c5"-orp ..... ITP
N-Vironment—w-750-mim-mail—Norm Davis ..... NMD
Newsfeatures—2tw-850-mim-lgp ..... ESN
Outdoor Guideposts—w-4c5"-ill—Fred Luks ..... OUG
Outdoor Life—w-qpt-orp-ill—Misc. Authors ..... OPS
Outdoors Everywhere—w-400-tt-orp—Vic Watia and Staff ..... UPI
The Good Earth—w-900-ilm-igp-orp—Mel Ellis ..... APN
The Skies Today—d-37-mim—Bailey R. Frank .... SKI
Wilderness Camping—w-1000-mim—Don Bacue .. BRK
Wonders Of Nature—w-3c3¾"-mat-orp—Dr. A. A. Manten ..... DWL

27—PATTERNS

Behind the Seams—w-450-orp-mat—Peggy Bendel.. SUB
Craft Patterns—w-var-orp-igp—Smith Studios .... FIE
Deco Plans—w-var-mim-igp—Jean Paul St. Michel CWF
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Fashion in the News—w/fm/m-500/600-xerox-igp-mail—Martha Allman ..... AUN
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Patterns For Better Living—dS-var-man-igp-mail-ocr—Steve Ellingson ..... UB
Personalized Patterns—w-2c4″/1c8″-orp—Spadea . SPS
Prominent Designer Dress Pattern Feature—S-2c-ill-mat-orp—Various Designers ..... KFS
Sew Speedy Patterns—w-2c4″/1c8″-orp—Spadea .. SPS
Sew What's New—w-400-ocr-ill—Sandra Kelly ... UNP
Simplicity Patterns—d-1c6″-orp—Simplicity ..... SPS
Spadea Boutique Patterns—w-2c4″/1c8″-orp—Spadea ..... SPS
Stitchin' Time—w-500-orp-ilm-tape-ocr—Judy Love & Joanne Schrieber ..... NEA
U-Bild It—dS-var-man-igp-mail-ocr—Steve Ellingson UB
Your Family Pet—w-500-mim-ocr-mail—Maxwell Riddle ..... AF

27A—PETS

All About Pets—w-450-ocr-ill—Eleanor Price ... LAT
Animal—w-500-ocr—Cleveland Amory ..... CTN
Ask Your Vet—3tw-700-ocr—Dr. Michael Fox ... CTN
Coral Corner—3tw-1000-man-tape-tel—Bill Hankey MCF
Pets And Their People—w-700-mim-ocr-orp-Lc-mail-wire-tts-tel—Alice Scott ..... UFS
The Wonderful World Of Animals—S (750-mim-ill) dexS (500-mim-ill)—Frank Miller, D.V.M. ... CHR

28—PHOTOGRAPHY

Camera College—w-500-xerox-mail—Irvine A. Brace BRA
It's A Photographic World—w-750/1000-mim-igp-mail—Stacey Martin ..... SAW
Let's Take Pictures—w-500 (var)-man—Irvine A. Brace ..... MIL
Leisure And Hobbies—occ-500-1000-mim—Staff .. IMN
Photo Info—w-500-igp-mim-mill—Bill Baughman BAU
Picture-Photo Services—Ind-B & W & color prints and Transparencies ..... CWF
Products In Review—occ-500-1000-mim—Staff .... IMN
The Home Photo Processor—w-1000-mim—D. J. Herda ..... BRK

28A—PICTURE/PHOTO SERVICES

Business News Photos—w-var-igp—Staff ..... DIS
Color Picture Transmissions—6tw-(duplicates by mail) ..... UPN
Daily News Record—5tw-var-orp-igp-mail ..... FA
Fairchild Photo Service—5tw-var-igp-mail ..... FA
Home Furnishings Daily—4tw-var-orp-igp-mail ..... FA
Latinaamerican Photos Weekly—w-igp—Juan Fernando ..... AMU
Misc. Photos—w-2c/var-orp-mat ..... SUB
News Photos—w-1c/var-orp-mat ..... SUB
NANA Photo Service—w-300-igp-mim-Lc-orp-mail NANA
News Picture Service—Jack Pokress ..... NFI
Newspictures—Telephoto Facsimile—7tw-(Cablephoto/Radiophoto Worldwide) (Telephoto USA) ..... UPN
Women's Wear Daily—5tw-var-orp-igp-mail ..... FA
Newsweek—w-500/2000-orp-igp-telex—various .... NIE
Newsweek Photo Service—w-4c6″-igp—various .... NIE
People, Places, Things—Photo File—occ-var-igp ... BAS
Show Business People—Photo File—occ-var-igp ... BAS
Pinup Photos—Ind-8c10″-igp—Arthur S. Green ... GRE
Photo Service—5tw-igp-mail ..... RNS
Photographic Interpretations or Illustrations ..... TWP
Sports—(major league sports in metropolitan New York)—Jack Pokress ..... NFI
Sports Photo Service—Jack Pokress ..... NFI

29—PUZZLES - QUIZZES

A Problem A Day—dexS/W-50/75-mim—R. J. Allen ..... WLG
Anagrams—6tw-150-mail-Lc-mim-ocr-orp-wire-tts-tel UFS
Around the World Contest—60 releases-2c7″-ill ... SF
Ask Anybody . . . Anything—w-600-mim-ocr-orp-Lc-mail-wire-ttn-tel—Martin Alwyn ..... NANA
Ask Aunt Madge—d-200/300-xerox-mail—Mary Madge Saksena ..... ASK
Bible/Crostic—S-2c6″-orp—Ray Helle ..... HEL
Bible Puzzle—w-300-orp—James Alt ..... NCF
Birthday Quiz—d-250-xerox-mail—Gordon B. Greb ..... NSM
Brain Teasers—w-qpt-orp—Ali Hachel ..... OPS
Brain Twisters—dexS/w-100/200-mim—Don Douglas ..... WLG
Cartoon Bug—w-3c4″-mat-orp—staff ..... TSS
Challenge Maze—w-3c5½-orp ..... EF
Check Your Knowledge—dexS-110/125-xerox—Donald Saltz ..... DTQ
Chess Master—w-300/1c3″-mim-ilm-orp—George Koltanowski ..... GG
Christian Science Monitor News & Photo Service—5tw-varies-igp-orp-ocr ..... RTS
Coinword—w-100-mim-ill-mail—Robert Pearsall .. LAT
Count the Change Contest—60 releases-2c7″-ill .. SF
Criss Cross Puzzle—5tw-1c3″-orp—F. N. Perkins . SPS
Crosswords—dexS-3c7¼″/2c5⅝″-orp-mat—staff . NEA
Crossword—w2c7½″-orp-mat—Staff ..... CSP
Crossword Puzzle—w-2c-mat-orp—Bernice Paschen . SM
Crossword Puzzle—w-2c6″-orp—Suzanne Craver .. AND
Crossword Puzzle—w-2c8″-mat-orp—A. C. Gordon ..... WLG
Crossword Puzzle—w-2c6″-orp-mat ..... SUB
Crossword Puzzle—w-7c3″-orp ..... MCN
Crossword Puzzle—w-2c-orp-Sonia McGinnis ..... MOR
Crossword Puzzle with Cryptoquips—d-2c-mat-orp—Eugene Sheffer ..... KFS
Crossword Puzzle with Cryptoquips—d-2c-mat-orp—Thomas Joseph ..... KFS
Crossword Puzzler—dS (d-2c5½″) (S-3c12″)-orp-mat ..... UFS
Crossword Puzzle—dexS-mat-orp—Nina Cooper .. APN
Daily And Weekly Crosswords—dw-ps-orp-ill—C. Gordon ..... OPS
Detectograms—w-2c5″-orp-mail—L. & N. Kirk .. KIR
Diagramless Puzzle—w-3c5½″-orp ..... EF
Dr. Crane's Quiz—dS-2c6″-mim—Dr. George W. Crane ..... HPS
Draw Your Own Conclusion—dex.S-2c4″-orp-mat—Courtney Dunkel ..... WSS
Famous Tongue Twisters—w-100-mim—misc. sources ..... BPS
Figurits—w-150-mim-orp—R. J. Allen ..... WLG
Find-a-Quote—w-3c5½″-orp ..... EF
Fun Bug—w-2c-mat-orp—Howard Rands ..... SM
Fun With Figures—w-1c-mim-orp-mat—J. A. H. Hunter ..... SUN
Games & Puzzles—w-qpt-orp-ill—Misc. Authors .. OPS
Johnny Wonder—S-hps-tps-pt-orp-mat—Dick Rogers ..... EF
Johnny Wonder—(S-hps-tps-pt); (d-4c3″/2c6⅛″)-mat-orp—Dick Rogers ..... NEA
Jumble—7tw-2c-orp-Lc—Bob Lee & Henri Arnold ..... CTN
Junior Jumble—S-3c-orp-Lc—Bob Lee & Henri Arnold ..... CTN
Know Your State Contest—60 releases-2c10″-ill . SF
Little People's Puz—d-2c4½″; S-2c5½″-orp-mat—Leo White ..... UFS
Los Angeles Times Cross Words—d-2c; S-3c-mat-orp—Margaret Farrar ..... LAT
Look and Learn—dexS/w-100/200-mim-orp—A. C. Gordon ..... WLG
Magicword—w-6½c3½″-orp ..... MCN
Mazes Galore—d-ps-ops—W. Quinn ..... OPS
Memory Quiz—dex.S-110-xerox—Donald Saltz .. DTQ
Minit Doodle—d-1c2¾″-mat-orp-mail—Louis Maglia ..... AF
Modern Sherlock Holmes—w-350-orp—Jane Sherrod Singer ..... BPS
New York Times Crossword Puzzle—d/S-orp .... NYT
Nostalgia Grid—w-2c7″-orp-mat—Mary Lane ... WHI
Premier Crossword Puzzle with Cryptoquips—S-3c-mat-orp—Jo Paquin ..... KFS
Prize Crosswords—w-2c3½″-orp-mat—Staff ..... EF
Prizeweek—w-2c3″-mat-orp-mim—B. B. Considine DWL
Quizword-Crossword—d-2c6″-orp ..... MIL
Quote-Acrostic—w-3c10″-mat-orp—Charles Preston ..... LAT
Ring Around Word Games—w-qpt-orp—Jack Fitch ..... OPS
Ring It Rich—d/w-3tw-3c12″-orp ..... SF
Scram-Lets—dS-2c5″-orp-mats ..... INT
Scram-Lets—d/S-2c4¾″-orp-mat—Clay Pollan ... MCN
Scramble Steps—w-4c5½″-orp—CJB, Jr. ..... BAS
Scripture Search—w-300-orp—Steve Landregan .... NCF
Seek & Find—dexS-2c5″-orp—DMR Company Inc... STT
Solve-A-Crime—w-350-mim-orp—A. C. Gordon ... WLG
***Spanish Crossword Puzzle**—d-2c-mat-orp—Ramos ..... KFS
***Spanish Crossword Puzzle**—d-2c-mat-orp—Alfaro ..... KFS
StarGazer—dS-2c4½″-orp-mat—Clay Pollan ..... MCN
Sunday Crossword ..... ESF
Test Your ESP—w-4c2½″-orp—John Prinkey .... FSF
Test Your Horse Sense—7tw-200-xerox—Chester Allen Marshall ..... CTN
The Daily Crossword—6tw-Lc-orp—Herb Ettenson, Editor ..... CTN
The Illiterate Journal—occ-var-man-mail—S. Clem Payne ..... PAY
The Mixer—dexS-2c3″-orp—Clarice Anders ..... AR
The Sunday Crossword—S-Lc-orp—Herb Ettenson, Editor ..... CTN
Theme Crossword—w-3c5½″-orp ..... EF
Thumbnail Briefs—d/cont/5tw/occ-var-man-mail—S. Clem Payne ..... PAY
Today's Crossword Puzzle—dS (d-2c8½″) (S-3c12″)-orp-mat ..... UFS
Tomfuelry—w-4c6″-orp—Tom Anderson ..... AMW
Trivia Quiz—dex-S-110-xerox—Donald Saltz .... DIQ
Trivia Test—dSw-50/150-man—Edmund M. Midura MID
TV Maze—w-2c5″-orp-mat—Leo White ..... WHI
TV Puzzle—w-2c9″-orp-mat-mail ..... TVD
TV Starscramble—w-2c5″-orp-mat—Staff ..... WHI
TV Starscreen—w-2c-var-orp-mat—Al Kilgore ..... UFS
TV Teaser—w-orp-ilm ..... EF
TV Testpattern—w-orp-ilm ..... EF
Vision Contest—60 Release-2c7″-ill ..... SF
Washington Post Cross Words—d-2c; S-3c, pt-mat-orp—Robert Gillespie ..... LAT
Who'zit—w-4c2½″-orp—John Prinkey ..... FSF
***Wishing Well**—7tw-2c-mat-orp—William J. Miller ..... KFS
Wizard Word—6tw-Lc-orp—Penny Kanter ..... CTN
Wonderword—dS (d-2c6″) (S-tps, hpt)-mat-orp—Jo Ouellet ..... LAT
Wonderword—ds-hpt-tps-mat-orp—Jo Ouellet ..... CWF
Word Cage Puzzle—w-2c7″-orp-mat—Tracy St. John ..... SUB
Word Game—7tw-150-mim-ocr-orp-mail-Lc-wire-tts-tel ..... UFS
Wordplay-d-1c-mat-orp—Max Brandel ..... KFS
Word Sleuth—d-2c-mat-orp ..... KFS
Word World—dS-var-xerox-mail—I. J. Santora ... DNT
Wordy Gurdy—dexS-2c-orp—Tricky Dicky ..... MIL

30—RADIO AND TELEVISION

A Closer Look—4tw-550-mim—Ernie Krelling .... HTR
Ask Dick Kleiner—2tw-var-orp-tape-ocr—Dick Kleiner ..... NEA
Assignment: Television—w-600-mim—Terrence O'Flaherty ..... CHR
Birthday Quiz—d-250-xerox-mail—Gordon Greb . NSM
Cecil Smith Television Column—w-800-ocr-igp—Cecil Smith ..... LAT
Celebrity Cookbook—w-500/1000-igp-ocr—Johna Blinn ..... LAT
Celebrity Parade—w-450-orp-mat—Cathy Post Field ..... SUB
Channel Chuckles Daily—dex.S-1c4″-mat-orp—Bil Keane ..... RTS
Channel Currents—w-500-xerox-mail—Bob Bernier ..... BEC
Christian Science Monitor News & Picture Service—5tw-var-igp-orp-ocr ..... RTS
Cindy Adams Interviews—occ-600-mim-ocr-orp-Lc-mail-wire-tts-tel-igp—Cindy Adams ..... WNS
Cyclops—sm-600-mim—John Leonard ..... NYT
Dick Kleiner/Hollywood—3tw-600-orp-tape-ocr-ilm—Dick Kleiner ..... NEA
Famous Recipes—w-250/750-orp-igp-color—J. Sherrod ..... BPS
Filmland Feedback—3tw/S-500/var-mim-orp-mail—Nancy Lane ..... WOR
Gilmore Brother's Music Scene—w-spv-orp-mat—Douglas and Keith Gilmore ..... TEL
Hollywood Connection—w-qpt-xerox—Vonnie Burke EXC
Hollywood Hotline—6tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel—James Bacon ..... NANA
Hollywood Inside—5tw-750-mim—John Austin .... HIS
Hollywood Interviews—w-ps-orp—Misc. Authors .... OPS
Hollywood Television Report—w-5-6pg. newsletter-mim—Ernie Krelling ..... HTR
Hollywood Television Report—sw-var-ocr—Ernie Krelling ..... FIE
Hollywood's Unsolved Mysteries—15 pt. Series (1500 each)-mim ..... HIS
Inside Daytime TV—w-750-mim—John Austin .... HIS
Inside TV—w-400-orp—Joey Sasso ..... MCN
Jay Allen—w-600-2c10″-orp-ill—Various ..... TVT
Joyce Haber Column—5tw-600-ocr—Joyce Haber .. LAT
Knight News Wire—7tw-var-wire ..... CTN
Look Who's Talking—w-qpt-xerox—Alice Burke .. EXC
Main Street—w-500/750-man-wire—Ted Green ..... PWF
Magazine Service—w-var-igp ..... TVT
Marvin Kitman Show—2tw-600-ocr—Marvin Kitman ..... LAT
Movies & Sports On TV—w-pt-man-orp—Frances M. Knox ..... DIC
My Success Story—w-500/1000-orp—various famous persons ..... BPS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff .... NEA
One on One-TV Sports—w-600-2c10″-orp-ill—various ..... TVT
Pon Scene Answer Man—w-700-mim-ocr-orp-mail-Lc-wire-tts-tel ..... UFS
Pop Scene Service—w-5000-mim-ocr-orp-mail-Lc-igp-wire-tts-tel—Barbara Lewis ..... UFS
Rebecca Morehouse Interviews—occ-600-mim-ocr-orp-Lc-mail-wire-tts-tel-igp—Rebecca Morehouse ... WNS
Religious News Reporter—w-2700-mim-mail—Staff RNS
Science Critic—w-750-mim—H. Peter Metzger .. ESN
Show Biz—w-2c5″-mat-orp—Flash Fairfield ..... NEA
Showtime—w-var-orp-mat-ilm ..... EF
Shows to Watch (TV)—dS-600-ocr—Paul Henniger LAT
Stars and Sports—tw-750-mim—John Austin/various ..... HIS
Tabloid Service—w-var-orp-lng ..... TVT
Tee Vee Laffs—dexS—1c2½″-orp-mat—Cliff Rogerson ..... UFS
Tel-Aire—w-bl-man—Staff ..... TAP
Television Inside—3tw-750-mim—John Austin ... HIS
Television in Review—dexsat-450-tt—Frank S. Swertlow ..... UPI
Test Pattern-TV Crossword—w-2c10″-orp-ill .... TVT
The News Business—w-800-xerox-mail—Charles B. Selb ..... WPW
Today's TV Programs—d-pt-man-orp—Frances M. Knox ..... DIC
Top-Forty Forecast—w-spv-orp-mat—Douglas and Keith Gilmore ..... TEL

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TV Key Previews—7tw-Lc ..... KFS
TV Listings—dS-var-orp-wire-tt-telex ..... UFS
TV Listing Service—w-var-orp ..... TVT
TV Mailbag—w-var-orp-ill ..... TVT
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TV Puzzle—w-2c9″-orp-mat-mail ..... TVD
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TV Starscreen—w-2c-var-orp-mat—Al Kilgore ... UFS
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TV Scout—dS-var-mim—Joan Crosby ..... EF
TV Teaser—w-orp-ilm ..... EF
TV Tee Hees—d-1c2″-mat-orp—Henry Scarpelli .. LAT
TV Testpattern—w-orp-ilm— ..... EF
TV Time Line—w-500-2c10″-orp-ill—Various .... TVT
TV Time Previews—dS-600-mim-ocr-mail-orp-Lc-wire-tts-tel—Dan Lewis ..... UFS
TV Time Service—dS-var-mim-ocr-mail-orp-Lc-wire-tts-tel ..... UFS
TV Tip Service—w-1000-mim—John Clift ..... LAT
TV Tune-In—2tw-500-ocr-orp-Lc-wire-tts-tel—mim-mail-lgp—Richard K. Shull ..... UFS
View—w-pt-man-orp—Frances M. Knox ..... DIC
Video Everyday—d-pt-man-orp—Frances M. Knox . DIC
Video Everyweek—w-pt-man-orp—Frances M. Knox DIC
Winch Line—w-150-orp—Danny Winchell ..... MCN
With Dan Lewis—3tw-500-mim-ocr-orp-Lc-mail-lgp-wire-tts-tel—Dan Lewis ..... UFS
You, Your Child, and Entertainment—w-300-mim—David Nydick ..... DAN

31—RELIGION

A Happy Home—w-250-mim ..... INR
Altar Stairs—dS-150/2c4″-mim—Dr. John Kirkpatrick ..... HPS
American News Report—w-500-mim—Ben Gallob .. JTA
Between You and Me—w-600-mim—Boris Smolar JTA
Bishop Sheen Writes—w-750-mim—Fulton J. Sheen ..... WSS
Candle and Mirror—d-150-mim—Fred Dodge ..... MM
Church Ads—ocr-var-orp ..... LUT
Church Chuckles—w-2c-orp-mat—Charles Cartwright SM
Church Forum—w-200-mim—D. L. Yoder ..... INR
Church Page—w-4c-orp—Gus Wood ..... MOR
Country Parson—w-1c″-mat-orp—Frank Clark .... SM
Country Parson—dexS-1c4″-mat-orp—Frank Clark . RTS
Church World News—w-var-tape ..... LUT
Daily News Reports—5tw-17500-mim-mail—Staff .. RNS
Days And Customs of All Faiths—w-350-ocr—Dr. Howard V. Harper ..... LAT
Do You Know—w-200-mim—D. L. Yoder ..... INR
Happier Living—w-300-mim—Phyllis Mitchell ... MIT
Inside Religion—w-500-ocr—Rev. Lester Kinsolving NNS
International Sunday School Lesson Commeat—w-750-xerox-mail—Herbert C. Bradshaw ..... BRD
It's In The Bible—ocr-var-man-mail—Sanford C. Payne, Jr. ..... PAY
It's Your Life—5tw-200-orp—Robert Armstrong .. MCN
Jericho Jones—d-xS-4c2½″-mat-orp—Stephen C. Graham and Kirk A. Luehrs ..... TFI
Jewish Quiz Box—w-200-mim—Rabbi Fox ..... JTA
Know Your Faith—w (5 or 6 articles/600-750 each) lgp-wire—various ..... NCF
Living Scriptures—w-2c-orp-mat—Jack Hamm .... SM
Meditation—w-150/200-mim—Colin Douglas .... WLG
Memo To Caesar—dexS-sea-1c8″-mim—D. K. Woodman ..... HPS
My Answer—7tw-100-xerox—Billy Graham ..... CTN
News Releases—ocr-var-mim ..... LUT
On The Religious Front—w/m-var-mim—David Benarone ..... WUP
One Man's View—w-500-mim—Robert Segal .... SAF
Our Daily Bread—d-100-ocr—Rev. A. Purnell Bailey ..... LAT
Our Preacher Says—w-100-mim—D. L. Yoder .... INR
Our Religions—w-300-ocr—Dr. Carlyle Adams .... RTS
Panorama—w-500-mim—David Schwatz ..... JTA
People and Values—tw-600-ocr—Andrew Greeley .. UNP
Photo Service (Religious)—5tw-lgp-mail ..... RNS
Phyllis Mitchell Column—dex.S-300-mim—Phyllis Mitchell ..... MIT
Pilgrims—dex.S-1c2¼″-mat-orp—Stephen C. Graham and Kirk A. Luehrs ..... TFI
Power of Faith—w-250-mat-orp—Woodi Ishmael .. APN
Pungent Prayer—w-2c7″-orp—Phil E. Pierce .... PUN
Religion and the Times—w-700-xerox-mail—Jesse H. Morrell ..... MER
Religion In America—w-500-tt—David E. Anderson ..... UPI
Religion in Review—w-2700-mim-mail—Staff .... RNS
Saturday Sermon—w-600-mim—Robert E. Lind .. SAT
Sermonograms—w-500-mim—D. L. Yoder ..... INR
Silver Lining—w-300—Robert Segal ..... SAF
60 Second Sermons—5tw-200-mim—Fred Dodge .. MM
Strength For The Day—dexS-250-mim—Dr. Elisha Douglass ..... CF
Sunday School Lesson—w-750-mim—Dr. Elisha P. Douglass ..... CF
Support The Church—w-5c13″/4c10½″/3c8½″-mat-orp—William A. Keister ..... KEA
The Better Way—w-250-mim—D. L. Yoder ..... INR
The Church Invites You—w-150-mim—D. L. Yoder INR
The Good Word—w-1c2½″-orp-mat—Staff ..... CSP
The Illustrated Bible—w-4c-ill-mat-orp ..... KFS
The Jewish Future—w-500-xerox-mail—M. Jordan INP
The Week In Religion—w-1000-mim-mail—Staff .. RNS
Truth For Today—Let's Ask The Bible—dexsat.-1,800-mim—A. G. Van Campen ..... GLS
What Life Has Taught Me—w-500/1,000-orp—Various Celebrities ..... BPS
Wit and Wisdom—w-100-mim—D. L. Yoder ..... INR
World Religious News—w-300-mim—D. L. Yoder .. INR
Year in Religion—an-3000-mim-mail—Staff ..... RNS
You In The Church-The Church In You—w-4c10″/5c12″-orp-mail—Staff ..... WIL
Your Life and Mine—dexS/w/m-300-mim—Phyllis Mitchell ..... MIT

32—RESEARCH-POLLS-SURVEYS

Ask Anybody . . . Anything—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Martin Alwyn ..... NANA
Bottom Ten—sea-200-ocr—Steve Harvey ..... UNP
City Editors Tip Service—w-1000-mim—John Clift ..... LAT
Consumer's Corner—m-300-mim—Varies ..... PIT
Editorial Research Reports—w/5tw-550/6000-orp-ill—Hoyt Gimlin ..... EDR
Gallup Poll—sw-var-wire-ocr—Dr. George Gallup ..... FIE
Harris Survey—2tw-800-ocr—Louis Harris ..... CTN
Human Behavior Report—w-250-ocr-mail—Editors of Human Behavior Magazine ..... MAN
If Your Name Is . . .—w-470-mim-man-xerox—Ann Reynolds, Ph.D. ..... RFS
London Economist News Service—4-5tw-var-orp-tape-ocr-ill—Economist of London ..... NEA
Phillips-Sindlinger Survey—w-Lc-ill-ocr—Kevin P. Phillips & Albert Sindlinger ..... KFS
Political Futures—ocr-700-mim-ocr-orp-Lc-mail-wire-tts-tel—Louis M. Bean ..... NANA
Scholastic Poll—w-650-ocr—Editors of Scholastic Magazine, Inc. ..... CTN
Spirit of 76—w-var-mim—Ed Dunckelmann ..... INF
Test Yourself—d/w-500/750-orp-ill—Jane Sherrod Singer ..... BPS
Women's Wear Daily—5tw-var-orp-lqp-mail ..... FA

32-A—RETIREMENT—SENIOR CITIZENS

A Good Book To Read—d/w-500-man—Martin J. Ross ..... LAW
A Time To Live—w-600-ocr—Bob Walton ..... UNP
Birthday Quiz—d-250-xerox-mail—Gordon Greb .. NSM
Golden Years—w-600-ocr—Tom Collins ..... LAT
Growing Older—w-500-orp-tape-ocr—Lou Cottin, Harold Blumenfeld ..... NEA
Inside Your Ear—d-hpt-wire—Dr. Linx Fenway ..... WNI
It's Your Money—3tw-400-ocr—Wendell Coltin ..... LAT
Legal Aid—d/w-500-man— Martin J. Ross ..... LAW
Life Begins At 40—3tw-500-orp—Joanne Farris ..... MCN
Past Sixty—w/eow-750-mim-xerox—Meg Hale .. HAL
Patterns For Better Living—dS-var-man-lgp-mail-ocr—Steve Ellingson ..... UB
People And Problems—d/w-500-man—Martin J. Ross ..... LAW
Senior Citizens Corner—w-2c4″-orp-mat—Staff ..... CSP
Senior Forum—5tw-300-ocr— Paul Hightower .... LAT
These Great People—w-600-xerox-mail—Gordon B. Greb ..... NSM
Time of Your Life—2tw-500-ocr— Jack Smith .. NNS
U-Bild It—dS-var-man-lgp-mail-ocr—Steve Ellingson ..... UB
Your Retirement Dollar—w-Lc-ocr—Peter Weaver .. KFS

33—SCIENCE

Ask Andy—dexS-600-ocr—Bill Leary ..... LAT
Behavior—w-800 mim-Willi m Cr mie ..... ESN
Behavior Behind The News—w-600/700-xerox—S. V. Didato, Phd. ..... DID
Crime Science—w-1000-xerox—Jack Barnes ..... BIS

EVENING

6:00 **2 CBS NEWS RETROSPECTIVE**
"The Italians." An Emmy Award-winning profile of the Italian national character based on Luigi Barzini's best-selling book, with Barzini as narrator. (R)
3 WEEKEND PLAYHOUSE
"Valley of the Kings" (1954) starring Robert Taylor, Eleanor Parker. An archeologist aids a married couple in their search for the undiscovered tomb of Pharoah Rahotep which the wife believes will confirm her dead father's theories.
7 NEWS
6:30 **4 NBC NIGHTLY NEWS**
9 THE BIG PREVIEW
"Against All Flags" (1952) starring Errol Flynn, Anthony Quinn. An officer is labeled as a traitor so that he can penetrate the bloody fortifications of a pirate stronghold on a Caribbean isle.
13 CASAL'S MASTER CLASS
7:00 **2 NEWS**
4 WILD KINGDOM
7 OZZIE'S GIRLS
Brenda and Susie become understandably alarmed when they hear strange voices in their bedroom during the night.
11 STAR TREK
The crew of the Enterprise are exposed to a strange malady which ages them at an incredible rate.
13 ZOOM
7:30 **2 APPLE'S WAY**
"The Teacher." The Apples' answer an ad and think they're hiring a cleaning woman, but through a misunderstanding, George's old French teacher shows up. (R)
4 THE WONDERFUL WORLD OF DISNEY
"Bristle Face" (Part I) A wandering orphan lad, determined to turn his bristle-faced stray dog into a fox hunter, is befriended and employed by an easygoing country storekeeper. (R)
7 THE F.B.I.
"The Bought Jury." Inspector Erskine investigates threats which resulted in a hung jury in the trial of organization figure, Mario Dracas. (R)
13 JOURNEY TO JAPAN
"Lion Dance and Rice Straw." The joyful prayer dance for good crops is coupled with the harvesting and weaving of rice straw
8:00 **5 THE LAWRENCE WELK SHOW**
9 DEPARTMENT S
"The Man From X." A man clad in a spacesuit is found wandering dazedly in London and dies before he can be questioned.
11 NEWS AT EIGHT
13 EVENING AT POPS
"Jose Molina"
8:27 **2 BICENTENNIAL MINUTES**
Narrator: Zsa Zsa Gabor.
8:30 **2 MANNIX**
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FOR THE FINEST IN TV LISTINGS

8:00 ❷ GOOD TIMES
An elderly neighbor comes to dinner and brings a main course which the Evans family assumes is made from pet food. (R)

❹ ADAM-12
"Something Worth Dying For" Part II. Reed is awarded the Medal of Valor by Los Angeles Police Chief Ed Davis (playing himself). Back on the job after recovering from his wounds, Malloy learns that Reed is considering taking a desk job. (R)

❼ HAPPY DAYS
"Richie's Flipside" Richie becomes a teenage disc jockey and irritates his friends with his new rock and roll image. (R)

8:28 ❷ BICENTENNIAL MINUTES

8:30 ❷ M*A*S*H
Henry has a difficult job -- finding three volunteers to go to work at a medical aid station currently under enemy fire. (R)

❹ NBC WORLD PREMIERE MOVIE
"The Imposter" Paul Hecht, Nancy Kelly. An ex-army intelligence officer accepts $5,000 to impersonate a man targeted for assassination and, as a result, becomes involved in a conspiracy to loot a land development company.

❼ TUESDAY MOVIE OF THE WEEK
"Isn't It Shocking" Alan Alda, Louise Lasser. When elderly citizens in a sleepy New England town begin to die mysteriously, the inexperienced sheriff is confronted with an ingenious killer and some very odd goings-on.

9:00 ❷ HAWAII FIVE-O
"Bomb, Bomb, Who's Got The Bomb?" Notes threatening the life of the State Senate Crime Committee Chairman bring Steve McGarrett into the investigation. William Windom guest stars. (R)

10:00 ❷ BARNABY JONES
"Doomed Alibi" Guest star Monte Markham plays a duel role as a small-time disc jockey and a fading Western star who uses his radio look-a-like to provide him with an alibi that permits him to commit murder. (R)

❹ POLICE STORY
"Captain Hook" David Birney stars as a handicapped officer in this drama based on the true story of a Los Angeles policeman's struggle to continue doing field duty after losing his hand in a bomb explosion. (R)

❼ MARCUS WELBY, M.D.
"The 266 Days" Consuelo, nurse-receptionist to Drs. Welby and Kiley, takes a brief leave of absence to head the obstetrical care team for pregnant women at the Family Practice Center and is called upon to deliver a baby amid unexpected circumstances. (R)

11:30 ❷ THE CBS LATE MOVIE
"10 Rillington Place" 1971 Richard Attenborough, Judy Geeson. Constable John Reginald Christie lures a young girl to his flat, strangles and buries her, and prepares to once again satisfy his obsession for killing. Based on actual events occurring in London during the blackout of 1944.

❹ THE TONIGHT SHOW
Guest Host: John Denver.

❼ ABC WIDE WORLD OF ENTERTAINMENT
Wide World Mystery: "The Book of Murder" Fritz Weaver, Louise Latham. An eccentric author invites all his former wives to his home where he explains that they are all being blackmailed in his new book and the gathering quickly proves fatal to the author. (R)

(OTHER POINT SIZES, FORMATS, AND TYPE STYLES AVAILABLE UPON REQUEST)

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Good Earth Almanac—S-hps/tps/qps/pt-mat—Monte Burch ..... UNP
How It's Made and Functions—w-2c/3c-ill-orp—Staff ..... LUI
Human Side of Science—w-2c/3c-ill-orp—Staff ..... LUI
Insight—w-700-mim-ocr-orp-Lc-mail-wire-tts-tel—John Wykert ..... NANA
Let's Make—w-2c4½"-orp—Ben Corey ..... HAR
Martin's International Newsreel—occ-var-igp—Staff ..... MAR
Medical Consumer—2tw-650-mim—David Hendin ..... ESN
Medicalia—cont-600-mim-igp—M. W. Martin ..... MAR
Medifiax and Fiction—w-2c/3c-ill-orp—Staff ..... LUI
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Newsfeatures—2tw-850-mim-igp ..... ESN
Science—w-mail—Margaret Williams ..... EPS
Science Briefcase—w-800-mim—Staff ..... ESN
Science Critic—w-750-mim—H. Peter Metzger, M.D. ..... ESN
Science For You—w-2c5"-mat-orp—Bob Brown ..... LAT
Science In The News—w/fn-mim-500/600-xerox-igp-mail—Walter B. Hendrickson, Jr. ..... AUN
Science Today—5tw-500-tt—Al Rossiter, Jr. ..... UPI
Scientific News—w/cont-500/750-man-wire—R. I. Queen/Alan Queen ..... PWF
Shaping The Earth—w-3c3¾"-mat-orp—Dr. A. A. Manten ..... DWL
Speaking of Science—w-400-mim—Jim Murphy ..... UNI
Star Gazing—w-500/var-mim-mail—Robert Allen ..... STG
Star Story—m-900-ill-orp-mim—Richard Knapp ..... ESN
Technifax Illustrated—w-2c/3c-ill-orp—Staff ..... LUI
The Formula—w-100-ocr—Norm Stark ..... UNP
The Skies Today—d-var-mim—Bailey R. Frank ..... SKI
UFOs—A Modern Mystery—sm-1000-xerox-igp—Timothy Beckley ..... GLC
VIP Medical Grapevine—d/S/cont/var-500-1200/var-man—Ruth Nathan Anderson ..... VMG
Why You Behave That Way—w-600/700-xerox—S. V. Didato, Ph.D. ..... DID

34—SERIALS

Autobiography of Abraham Lincoln—bl-var (1 to 7 parts)-mim-mail—Edited by Ralph Newman ..... DDS
Best Sellers (Fiction & Non Fiction)—w-hps-pt-orp/book form—various authors ..... BPS
Books-into-Serials—cont-occ-var-man-mim—Various authors ..... CHA
Charlie O. And The Angry A's—bl-var (1 to 7 parts)-mim-mail—Libby ..... DDS
Christmas Stories—w-250/2,000-orp—Various authors ..... BPS
Creative Aggression—ind-12,000-mim-mail—George Bach & Herb Goldberg ..... DDS
Eat and Grow Younger—24 part series-2c15"-orp-ill-ilm—Leland Kordel ..... SPE
Eat Up and Slim Down—14 part series-3c10"-Lc-ill-ilm—Leland Kordel ..... SPE
Eat Your Troubles Away—20 part series-2c15"-Lc—Leland Kordel ..... SPE
Famous Short Stories—w-250/2000-orp—Various authors ..... BPS
Feel Young Again—24 part series-3c10-orp-ill-ilm—Leland Kordel ..... SPE
Home Furnishings—cont-750-orp-ill-xerox—Jan Brown ..... NNS
How To Help Your Child Get The Most Out Of School—bl-var (1 to 7 parts)-mim-mail—Chess & Whitbread ..... DDS
Keeping Food Safe—bl-var (1 to 7 parts)-mim-mail—Bradley & Sundberg ..... DDS
Let's Live Longer—12 part series-3c10"-orp-ill-ilm—Leland Kodel ..... SPE
Make People Like You—18 part series-2c15"-Lc-ill-ilm—Leland Kordel ..... SPE
My Life Is Bas ball—bl-var (1 to 7 parts)-mim-mail—Robinson ..... DDS
Nicole Nobody—bl-var (1 to 7 parts)-mim-mail—Duchess of Bedford ..... DDS
Our Vanishing Liberties—15 part series-3c10"-orp-ill-ilm—Omar V. Garrison ..... SPE
Raising Children In A Difficult Time—ind-1000-mim—Dr. Benjamin Spock ..... CF
Spotlite Service—w-var-orp-ocr-mim-Lc-mail-wire-tts-tel ..... UFS
Style For Living—bl-var (1 to 7 parts)-mim-mail—Stoddard ..... DDS
The Bermuda Triangle—bl-var (1 to 7 parts)-mim-mail—Charles Berlitz ..... DDS
The Last Christmas Show—bl-var (1 to 7 parts)-mim-mail—Bob Hope ..... DDS
Winter Soldiers—bl-var (1 to 7 parts)-mim-mail—Ketchum ..... DDS
Women's Series—occ-var-mim-ocr-orp-Lc-mail-wire-tts-tel ..... WNS
Your Money. How To Make It Stretch—bl-var (1 to 7 parts)-mim-mail—Auerbach ..... DDS

35—SHORT STORIES

Adventures of Surelock Wholesum—w-var-xerox—Leonard Smukler ..... SMU
Best Sellers (Fiction & Non-Fiction)—w-hps-pt-orp/book form—Various authors ..... BPS
Christmas Stories—w-250/2,000-orp—Various Authors ..... BPS
Exclusive Book Excerpts—sm-2500/3500-mim-ocr-ill-mail—Various ..... ESF
Exclusive Commissioned Articles—sm-2500/3500 mim-ocr-ill-mail—Various ..... ESF
Famous Short Stories—w-250/2000-orp—Various authors ..... BPS
Short Story—w-1000-xerox—Sidney Du Broff ..... GPL
Stories—sm-var-xerox ..... SMU
*True Crimes and Mysteries Series—w-Lc-ill—William T. Brannon ..... KFS
Weekly Short Stories—w-ps-qpt-orp—Misc. Authors ..... OPS

36—SPECIAL PAGES

A Laughin' Matter—m-500-mim—Gloria Pitzer ..... PIT
Antique Wise—w-600-mim-igp—Dorothy Hammond ..... CF
Ask Andy—devS-600-ocr—Bill Leary ..... LAT
Ask Aunt Madge—d-200/300-xerox-mail—Mary Madge Saksena ..... ASK
Celebrity Cookbook—w-500/1000-igp-ocr—Johna Blinn ..... LAT
Christmas Stories—w-250/2,000-orp—Various Authors ..... BPS
Designing Woman—3tw-500-ocr-igp—Barbara Taylor Bradford ..... LAT
Exclusive Book Excerpts—sm-2500/3500-mim-ocr-ill-mail—Various ..... ESF
Exclusive Commissioned Articles—sm-2500/3500-mim-ocr-ill-mail—Various ..... ESF
Justice Story—w-1500-orp ..... CTN
Knight News Wire—7tw-var-wire ..... CTN
News-in-Color—occ-var-orp-ill-mat—Staff ..... NEA
News Service—w-m-sea-cont-ps-pt-orp-Lc-ill-mat—Staff ..... GNB
News Service—sea-ps-pt-orp-Lc-ill-mat—Westinghouse ..... GNB
Old Farmer's Almanac—w-700-orp-mat ..... UFS

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Pictorial Page (Feature Story)—2tw-ps-mat-orp—Staff ..... KFS
Picture Show—w(sat.)-ps-mat-orp-igp—Staff ..... APN
Sparks of Wisdom—dex.S/w-50/75-mim—Cedric Simms ..... WLG
Synergy '75—S-1500-ocr-ill ..... FIE
The Business Roundtable—w-hp-pt-orp-Lc-ill-mat—Staff ..... GNB
The Show-Off—w-350-ocr-ill—Lee Eisenberg, Tom Ferrell ..... UNP
The Sunday Times of London Service—w-Lc-igp ..... KFS
These Great People—w-600-xerox-mail—Gordon Greb ..... NSM
Things—2tw-400/600-S-igp, ocr—Miv Schaf ..... LAT
U-Bild It—ds-var-man-igp-mail-ocr—Steve Ellingson ..... UB

37-SPORTS-OUTDOORS

A Child Learns To Swim—sea-2c6"-mat-orp—Staff ..... TSS
All About Horses—w-500-mim-mail—John H. Shropshire ..... SHR
All You Got To Do Is Ask Murray Olderman—2tw-var-orp-tape-ocr—Murray Olderman ..... NEA
Along The Camping Trail—fn-600-orp-mim—various authors ..... BA
Arnold Palmer Method—2tw-(2c6"-mat-orp); S-(300-1c3¾"-ocr-orp-mat)—Arnold Palmer ..... NNS
Ask Dr. Bicycle—w-500-ocr—Stanley D. Chess ..... CTN
Basketball Prophecy—w/sea-2c8"-orp mail—Mort Olshan ..... MOS
Berkow Column—2tw-var-orp-ill-ilm-tape-ocr—Ira Berkow ..... NEA
Billy Casper Says—wS-2c6"-mat-orp—Billy Casper ..... NNS
Black Sports—3tw-750-mim-tt-telex—Sam Skinner ..... BLP
Black Sports Journal—d/w-5000-mim-tt-telex—Staff ..... BLP
Boating—w-sea-2c8"-mat—Stan Davies ..... TSS
Bottom Ten—sea-200-ocr—Steve Harvey ..... UNP
Bowling Tips—4tw-50-1c2¾"-ocr-orp-mat—Don Carter & Marion Ladewig ..... NNS
Bud Collins On Tennis—w-800-ocr—Bud Collins ..... CTN
Camping All Year Round—w-500-orp—Bob Nesoff ..... MCN
Camping Family Style—w-450-orp-mat—Angela and Ford Bothwell ..... SUB
Christian Science Monitor News & Photo Service—5tw-var-igp-orp-ocr ..... RTS
Cross-Country Trails—w-1000-mim—Don Bacue ..... BRK
Dick Dunkel Basketball Ratings—d-sea-2c-var-orp-mat—Dick Dunkel ..... DSR
Dick Dunkel College Football Ratings—w-sea-3c12"-orp-mat Dick Dunkel ..... DSR
Durslag Sports Column—5tw-Lc-ocr—Melvin Durslag ..... KFS
Elmer Stoon—w-2c4"-orp—Don Knudsen ..... SIE
Football Fact Finder—2tw-300/500-mim—James H. O'Hare ..... MCS
*Gary Player's Golf Class—3tw-4c-5c-mat-orp—Gary Player ..... KFS
Golf Cartoons—w-qpt-orp-ill—misc. authors ..... OPS
Good Earth Almanac—S-hps/tps/qps/pt-mat—Monte Burch ..... UNP
Handi-Football Ratings—sea/w-2c8"-orp-mail—Mort Olshan ..... MOS
Hockey For Minors—sea-2c6"-orp-mat—Staff ..... TSS
Hockey Tips—sea-2c-orp-mat—Bobby Orr ..... SUN
Hollywood Pit Stop—w-2ps-xerox-ill-igp—Anthony Cardoza ..... HOP
Hoop Ratings—sea/w-2c8"-orp-mail—Mort Olshan ..... MOS
How To Keep Fit—3tw-300-ocr—Dr. Robert K. Kerlan ..... CTN
How To Take The Fun Out Of Golf—w-var-orp—Dick Harris ..... HAA
Inside Auto Racing—3tw-600-mim—Don O'Reilly ..... AU
Inside Hockey—w-sea-700-mim—Stan Fischler ..... TSS
Jack Pokress at Large—w-600-2c-igp-mail—Jack Pokress ..... NFI
Jews In Sports—fn-600-mim—Haskell Cohen ..... JTA
Jim Murray Sports Column—5tw-350-orp—Jim Murray ..... LAT
Jim Proudfoot—3tw-500-mim—Jim Proudfoot ..... TSS
Jimmy Connors Says—w-700-mim—Jimmy Connors ..... MCN
Jimmy the Greek—2tw-500-wire—Jimmy Snyder ..... FIE
Knight News Wire—7tw-var-wire ..... CTN
Ladies Day—devS-1c3"-mat-orp—John Rouson ..... LAT
Mark Trail's Outdoor Tips—devS-1c-mat-ocr—Ed Dodd ..... FIE
Midwestern Backnacker—w-1000-mim—D. J. Herda ..... BRK
Milt Dunnel—3tw-500-mim—Milt Dunnel ..... TSS
Ms. Golf—5tw-500-mim-orp-mail—Jan Nutter ..... WOR
Modern Racing Oddities—w-1000-mim—D. J. Herda ..... BRK
Moto Sports—m-1500/1750-xerox-mail-igp—Robert A. Cutter ..... THG
NBA—Pro Forecast—sea/w-2c8"-orp-mail—Bill Lee ..... MOS
News In Color—occ-var-orp-ill mat—Staff ..... NEA
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
NFL Game Plan—w-3c4½"/5c2"-orp ..... UFS
Olderman Cartoons—w-var-orp-mat—Murray Olderman ..... NEA
Olderman Column—w-var-orp-tape-ocr—Murray Olderman ..... NEA
On The Fairway—w-700-mim—Max Faulkner ..... ITP
Outdoor Guideposts—w-4c5"-ill—Fred Luks ..... OUG
Outdoor Life—w-qpt-orp-ill—Misc. Authors ..... OPS
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Power And Sail—w-500-ocr—Almon Lockabey ... LAT
Pro Pix—sea/w-2c8"-orp-mail—Mort Olshan ... MOS
Profiles on Athletes—cont-600-ill—
Jack Pokress ..... NFI
Rocket Shots—tw-2c4½"-orp-mat—Rod Laver ... UFS
Ron Posey's Ski World—w-spv-orp-mail—
Ron Posey ..... MOD
Short Auto Racing Stories—d-ps-xerox-ill-lgp—
Anthony Cardoza ..... HOP
Ski Trails—sea/w-500/600-mim-ill-lgp—
Hal Ball ..... RPS
Skiing—w-sea-400-mim-ill—Judy Crawford ..... TSS
Skiing With Killy—w/sea-2c8"-orp-mat—
Jean Claude Killy ..... NNS
Snowmobiling—w-sea-2c10"-mat—Stan Davies ... TSS
Soccer—sw-850-mim-tt-telex-mail—Joe Marcus ... SCI
Soccer Shots—w-350-man—Irma Ganz Miller .... SA
Solunar Tables—w-500-ocr—Jacqueline Knight .. RTS
Sport & Recreation—ocr-250-man—
Irma Ganz Miller ..... SA
Sportwise—w-300-xerox—Florence K. Palmer .... PAM
Sports—w-1000-xerox—Keith L. Walker ..... BIS
Sporteaser—dex.S-1c4"-orp-mat—Eddie Germano .. CF
Sportin' Life—w-700-mim-ocr-orp-Lc-mail-
wire-tts-tel—Bill Verigan ..... NANA
Sportsaction—w-1000-mim—Don Racue ..... BRK
Sports Cartoons—5tw-2c-mat-orp—Alan Mayer ... KFS
Sports—(major league sports in metropolitan
New York)—Jack Pokress ..... NFI
Sports Hot Line—sw-600-ocr—
Mickey Herkowitz and Steve Perkins ..... UNP
Sports Nostalgia—dS-4c2¼"-mat—
James H. O'Hare ..... MCS
Sports Parade—dex sat-500/700-tt—
Milton Richman ..... UPI
Sports Photo Service—Jack Pokress ..... NFI
Sports . . . Postpaid—m-250-man—
Irma Ganz Miller ..... SA
Sports Scene—com-500-man—Lee James ..... SA
Sports Special—w-2c5"-orp-mat-ill—Al Ray .... CSP
Sports Talk—w-500-orp—Chuck Hardy ..... MCN
Sportsman Digest—dexS-1c4½"-mat-orp—
Hal Sharp ..... LAT
***Stan Smith's Tennis Class**—3tw-4c-mat-orp—
Stan Smith ..... KFS
Stars and Sports—tw-750-mim—John Austin/
various ..... HIS
Tank McNamara—dS-4c2⅜"-hps/tps/qps/hpt-mat—
Jeff Millar and Bill Hinds ..... UNP
Tennis Is King—w-2c6"-orp—
Billy Jean King ..... CHR-NNS
Tennis Time—5tw-500-mim-orp-mail—
Perry Dara ..... WOR
The Skies Today—d-var-mim—Bailey R. Frank .. SKI
The Steering Column—S-500-xerox-mail-lgp—
Robert A. Cutter ..... THG
This Is Sport—w-1c/2c-orp-mat—Court Alderson . SM
Travel Log—w-800-ocr—Richard Joseph ..... CTN
Trevino—w-150-ill-orp-ocr—Lee Trevino ..... RTS
Trim's Arena—dexS-2c2½"-m-t—Hal Trim .... UNP
U-Bild It—dS-var-man-lgp-mail-ocr—
Steve Ellingson ..... UB
Ward 'n' Gord—w-4ex2⅜"-orp—
Paul E. Tieknor ..... WNG
West Coast Pit Stop—w-2ps-xerox-ill-lgp—
Anthony Cardoza ..... HOP
What's Doing In Sports—w-ps-man—Phil Kalker AEW
Wild Wheels—m-spv-orp-mail—
Glen & Linda Wild ..... MOD
Wilderness Camping—w-1,000-mim—Don Racue . BRK
Woody's World—d-2c3¾"-mat-orp—John Holm .. NNS
You, Your Child, and Sports—w-300-mim—
David Nydick ..... DAN
Young Ideas—5tw-700-orp-Lc—Dick Young .... CTN

38—STAMPS, COINS, MEDALS

Adventure Postpaid—m-250-man—Jeff Lee ..... SA
Coin Counting—w-500/700-mim-lgp-mail—
Barbara White ..... NUM
Coin Notes—w-300-mim—Ronald Anders ..... AR
Coin Roundup—w-500-ocr-ill—Maurice M. Gould .. LAT
Coin-Stamp-Medal World—w-500-man-mail—
Frank Dennis ..... SPA
Coin—Stamp—Medal World—w-300/900-mim—
F. G. Spadone ..... SS
Coin-Wise—w-500-ocr-lgp—Leon T. Lindheim .... NNS
International Adventure (Numismatic)—
w-500-mim—Julius Weiss ..... WEI
International Adventure (Philatelic)—
w-500-mim ..... WEI
"Money Talks"—w-500-mail-man—F. G. Spadone . SPA
Philatelic News—w-500-(8½x11)-man-orp-lgp—
Gustav Detjen, Jr. ..... DET
Sports . . . Postpaid—m-250-man—
Irma Ganz Miller ..... SA
Stamp Corner—w-500-ill-mim—Doug Patrick .... BOM
Stamping Grounds—w-200-mim-ill—Joseph Zollman ZOL
Stamp Nook—w-600-mim-lgp—Ronald Anders .... AR
Stamps Are Fun—w-500/700-xerox—
Edmund M. Midura ..... MID
The Coin Box—w-400-mim-mail—
Norman M. Davis ..... NMD
The Philatelic Journalist—cont-16pp. (5½x8½)-
Lc ..... DET
The Wonderful World of Stamps—m-750 (8½x11)-
man-orp-lgp—Gustav Detjen, Jr. ..... DET
The World of Coins—w-500/700-mim-lgp-mail—
Barbara Lyon ..... NUM

38A—TEENAGE

A Good Book To Read—d/w-500-man—
Martin J. Ross ..... LAW
Along The Dance Trail—fn-500-orp-mim—
The Bascomer ..... BA
Arnie—w-ps-orp-ill—Arnie Stockholm ..... BPS
Ask Aunt Madge—d-200/300-xerox-mail—
Mary Madge Saksena ..... ASK
Ask Beth—3tw-350-ocr—Beth Winship ..... LAT
Captain Fred's Ozone Patrol—sm-qpt-orp-mail—
Fred James ..... MOD
Dot To Dot—wS-ps-orp-ill—Earl Engelman ..... BPS
Drawing Is Fun—w/S-ps-orp-ill—W. Trag ..... BPS
For and About Teenagers—w-2c4½"-orp-mat-ill—
Staff ..... CSP
Games & Puzzles—w-qpt-orp-ill—Misc. authors .. OPS
Generation Rap—3tw-Lc-orp-ocr—
Helen & Sue Bottel ..... KFS
Gilmore Brother's Music Scene—w-spv-orp-mat—
Douglas and Keith Gilmore ..... TEL
Just For You—w/S-ps-orp-ill—Earl Engleman .... BPS
Legal Aid—d/w-500-man—Martin J. Ross ..... LAW
Letters From Dad—d/w-500-man—Martin J. Ross LAW
Peter Panic—w/S-ps-orp-ill—Lo Linkert ..... BPS
Pop Scene Answer Man—w-700-mim-ocr-orp-mail-
Lc-wire-tts-tel ..... UFS
Pop Scene Service—w-5000-mim-ocr-orp-mail-Lc-lgp-
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Rated G—ocr-600-mim-ill-var-orp—Lucinda ..... NPS
Rolling Stone—3tw-Lc-lgp-ocr ..... KFS
Singles—3tw-500-ocr—Susan Dietz ..... LAT
Strictly For Dads—tw-400-ocr—Charlie Shedd .. UNP
Sunday Laughs—w-ps-orp-ill—Paul Swede ..... BPS
Susie Mac—5tw-700-mim-ocr-orp-mail-Lc-wire-
tts-tel—Susan MacDougal ..... UFS
Teen-Age Mail—tw-500/750-xerox—Dorothy Ricker RIC
Teen Forum—5tw-500-mim-ocr-orp-mail-Lc-wire-
tts-tel—Jean Adams ..... UFS
Teen Scene—dexS-1c4"-orp—Ben Corey ..... HAR
Teenage Corner—5tw-500-mim—Ellie and David .. TEE
Teenage Driving Tips—w-500-orp—Jane Sherrod .. BPS
Teen-Agers Say—w-1000-mim—Lester Rand .... YOU
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Australian Woman's Weekly—m-ps-orp-ill ..... OPS
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Beauty Tips From Hollywood—w-500-orp—Various show business personalities ..... BPS
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Women's Newsfeatures ..... WOP
Women's Pages—w-mail—Dina Dellale ..... EPS
Women's Series—occ-var-mim-ocr-orp-Lc-mail-wire-tts-tel ..... WNS
***Women's Way**—6tw-ill-mat-orp—Joan O'Sullivan . KFS
Women's Wear Daily—5tw-var-orp-igp-mail ..... FA
Women's World—5tw-150-mim-ocr-orp-Lc-mail-wire-tts-tel—Iris Hartman ..... WNS
You—w-600-mim-igp-ocr—Ruth Winter ..... LAT
You And Your Home—w-150-ilm-orp-ocr—Barbara Barnes ..... RTS
You, Your Child, and Entertainment—w-300-mim—David Nydick ..... DAN
You, Your Child and School—w/5tw-500-mim—David Nydick ..... DAN
You, Your Child, and Sports—w-300-mim—David Nydick ..... DAN
Young and Healthy—3tw-600-ocr—Frank Falkner, M.D. ..... LAT
Young Newsmakers—w-450-orp-mat—Katherine Randall ..... SUB
Your Family Decorator—tw-600-ocr-igp—Carleton Varney ..... FIE
Your Fashion Image—w-1cx5"-xerox-igp—Charlotte Wilkinson ..... YFI
Your Home—2tw-300-ocr-igp—Carolyn S. Murray LAT

TITLES OF BY-LINED FEATURES

A

A Child Learns To Swim ..... TSS
A Closer Look —Ernie Krelling ..... HTR
A Conservative View—James J. Kilpatrick ..... WSS
A Good Book To Read—Martin J. Ross ..... LAW
A Good Idea—Mike LeFan ..... LEF
A Happy Home ..... INR
A Laughin' Matter—Gloria Pitzer ..... PIT
A Little Leary—Bill Leary ..... LAT
A Little Prayer—Mary Alice Bennet ..... AF
A Lovelier You—Mary Sue Miller ..... FIE
A New You—Emily Wilkens ..... KFS
A Poet's View—Norman A. Kirk ..... KIR
A Problem A Day—R. J. Allen ..... WLG
A Time To Live—Robert Walton ..... UNP
A Woman And Her Money—G. L. Ludeke ..... BEL
A Woman Like You—Frences Scott ..... BAS
A Woman's Accent—Mary Daniels ..... CTN
A Word Edgewise—John P. Roche ..... KFS
Abe Martin—Kim Hubbard ..... NNS
About Antiques—Ivor & Laurette Brown ..... BRO
About People ..... UPI
About Real Estate—Don Campbell ..... RTS
According To Guinness—Norris & Ross McWhirter . UNP
Ad Libs—Larry Hurb & Joe Daley ..... LAT
Adventure Postpaid—Jeff Lee ..... SA
Adventures of Surelock Wholesum—Leonard Smuckler SMU
Advice Is Nice—Sylvia Ash ..... ASH
Affairs Of Nations—Henry Huglin ..... HUG
Affairs Of State ..... CAP
Against The Tide—Michael Novak ..... NCF
Agricultural Roundup ..... CAP
Air Conditioning Clinic ..... GAR
AirHawk—R. Foley ..... BPS
Aladdin's Lamp—Roger Vega ..... LAT
Alice Widener Column—Alice Widener ..... USA
All About Antiques—Anita Gold ..... UFS
All About Horses—John H. Shropshire ..... SHR
All About Pets—Eleanor Price ..... LAT
All About Wine—Ruth Ellen Church ..... CTN
All You Got To Do Is Ask Murray Olderman—Murray Olderman ..... NEA
Alley Oop—Dave Graue ..... NEA
Along The Camping Trail ..... BA
Along The Dance Trail ..... BA
Along The Food Trail—The Bascomes ..... BA
Along The Wine Trail—The Bascomes ..... BA
Alsop Specials—Joseph Alsop ..... LAT
Altar Stairs—Dr. John Kirkpatrick ..... HPS
Alumnae—Mary Gauerke ..... RTS
American News Report—Ben Gallob ..... JTA
American Sampler ..... UPI
American Viewpoints ..... CSP
Americana 200 ..... WES
Amy—Jack Tippit ..... RTS
Amy Vanderbilt Etiquette ..... LAT
An Americanist Viewpoint—Grace Hamilton ..... AMW
Anagrams ..... UFS
And Sew On—Gloria Pitzer ..... PIT
Andy Capp—Reggie Smythe ..... MIL-FIE
Animal—Cleveland Amory ..... CTN
Animal Crackers—Roger Bollen ..... CTN
Animalogic—Ed Nofziger ..... LAT
Ann Landers—Ann Landers ..... MIL
Ann Landers Column—Ann Landers ..... FIE
Anniversary Story ..... ITP
Another View—John Stees ..... UFS
Antiques—Olive E. Allen ..... DHJ
Antiques And Stuff—Anne Gilbert ..... NNS
Antiques In America—Harry Baker ..... TPJ
Antique Wise—Dorothy Hammond ..... CF
Apartment 3-G—Alex Kotsky ..... FIE
Apple Pie—David Boyd & Gus Wood ..... MOR
***Archie** ..... KFS
Army Funnies—Buddy Basch ..... BAS
Arnie—Arne Stockholm ..... BPS
Arnold Palmer Method—Arnold Palmer ..... NNS
Around The House With Jan Paul—Jan S. Paul, Ph.D. ..... PAB
Around The World—Stan Delaplane ..... CHR
Around The World—Sidney Ascher ..... ASC
Around The World Contest ..... SF
Around Town—Rube Weiss ..... BLA
Art Buchwald Column—Art Buchwald ..... LAT
Art's Gallery—Art Finley ..... CHR
Ashmore Column—Harry S. Ashmore ..... LAT
As You Were—Jim Baker ..... PIO
Asian Report—Mark Gayn ..... TSS
Ask Andy—Bill Leary ..... LAT
Ask Anybody . . . Anything—Martin Alwyn ..... NANA
Ask Aunt Madge—Mary Madge Saksena ..... ASK
Ask Beth—Beth Winship ..... LAT
Ask Dick Kleiner—Dick Kleiner ..... NEA
Ask Dr. Bicycle—Stan Chess ..... CTN
***Ask Dr. Brothers**—Dr. Joyce Brothers ..... KFS
Ask Jennifer—Jennifer Anderson ..... CTN
Ask Your Vet—Dr. Michael Fox ..... CTN
Assignment: America—Phyllis Battelle ..... KFS
Assignment: Television—Terrence O'Flaherty ..... CHR
Astro Analysis—Sonia McGinnis ..... MOR
Astro*Graph—Bernice Bede Osol ..... NEA
Astro-Guide—Cee-an ..... CTN
Astrological Forecast—Sydney Omarr ..... LAT
Astrological Week—Syndey Omarr ..... LAT
Astrology Column—Erldani ..... ERI
Astrology-Today—J. Naylor ..... BPS
Astrology-Today—Sybil Leek ..... BPS
At Wit's End—Erma Rombeck ..... MIL-FIE
At Your Service Q&A ..... ARM
Australian Home Journal ..... OPS
Australian Women's Weekly ..... OPS
Auto Album—Tad Burness ..... KFS
Auto Service Tips ..... CSP
Autobiography Of Abraham Lincoln—Edited by Ralph Newman ..... DDS
Automotive—Ida Fried ..... EPS
Aviation—R. Bruckner ..... BIS

B

B.C.—Johnny Hart ..... MIL-FIE
B. Jay Becker's Contract Bridge—B. Jay Becker .. KFS
Background Maps—Tom Hoge ..... APN
Backstairs At The White House—Helen Thomas .... UPI
Backyard Bounty—Jan Riggenbach ..... JAN
Backyard Gardener—Jon Peterson ..... BRK
Barbs—Phil Pastoret ..... NEA
***Barney Google and Snuffy Smith**—Fred Lasswell KFS
Basil—Gerry Lants ..... UNP
Basketball Prophecy—Mort Olshan ..... MOS
Be Your Own Sherlock Holmes—Jane Sherrod .... BPS
Beard On Food—James A. Beard ..... WSS
Beauty at Home—Lynn Carter ..... WLG
Beauty Hints—Dina Dellale ..... EPS
Beauty Is—Madame Lucille Bouchard ..... BOU
Beauty Newsfeatures ..... NEA
Beauty Tips From Hollywood ..... BPS
Bee Smart—John Prinkey ..... FSF
***Beetle Bailey**—Mort Walker ..... KFS
Before You Buy—Margaret Dana ..... UFS
Behavior Behind The News—S. V. Didato, Ph.D. .. DID
Behavior—William Cromie ..... ESN
Behavior & Business—S. V. Didato, Ph.D. ..... DID

TITLES OF BY-LINED FEATURES

Behind the Scenes At The United Nations—David Horowitz ... WUP
Behind The Seams—Peggy Bendel ... SUB
Belvedere—Nat Greenwood ... FIE
Ben Hardy—Jim Baker ... PIO
Ben Wicks—Ben Wicks ... SUN
Benjy—Jim Berry/Bill Yale ... EF
Berkow's Coumn—Ira Berkow ... NEA
Bernstein on Words—Theodore M. Bernstein ... NYT
Berry's World—Jim Berry ... NEA
Best Cartoons From Europe ... BPS
Best of The Week ... AMW
Best Sellers—Joan Hanavet ... UPI
Best Sellers Fictions & Non-Fiction ... BPS
Best Sellers ... NANA
Better Cookers—Gloria Pitzer ... PIT
Better English—D. C. Williams ... WLG
Better Filler Service ... BPS
Better Half Daily—Ruth Barnes ... RTS
Better Half Page—Ruth Barnes ... RTS
Better Living Guide—Ruth Thompson ... DIC
Better Living With The Stars—Sally Miller ... DIC
Betty Beale's Washington Letter—Betty Beale ... FIE
Betty Boch—Mel Millar ... AND
Between the Lines—Edith Kermit Roosevelt ... ROO
Between Us—Dr. Alice Ginott ... KFS
Between Us Girls ... AF
Between You & Me—Boris Smolar ... JTA
Bev's Bits & Bites ... HPP
Bible/Crostic—Ray Helle ... HEL
Bible Puzzle—James Alt ... NCF
Bible Stories in Color ... SPS
Bicentennial: Annals of History ... UPI
Bicentennial: Courses by Newspaper ... UPI
Bicentennial: Dateline 1775-76 ... UPI
Bicentennial Facts—World Almanac Staff ... NEA
*Big Ben Bolt—John Cullen Murphy ... KFS
Big George—Virgil Partch ... FIE
Bill Digest ... CAP
Billy Casper Says—Bill Casper ... NNS
Birthday Quiz—Gordon B. Greb ... NSM
Bishop Sheen Writes—Archbishop Fulton J. Sheen ... WSS
Black News Report ... BLP
Black Sports—Sam Skinner ... BLP
Black Sports Journal ... BLP
Blaine—Blaine ... MIL
*Blondie—Dean Young and Jim Raymond ... KFS
Boating—Julius Cooper ... NNS
Boating—Stan Daves ... TSS
Boating—Jack Wollston ... UPI
Boating—Ida Fried ... EPS
Bob Botch—Mel Millar ... AND
Bob Dana On Wine—Bob Dana ... NEW
Bobby—S. M. Iger ... PF
Body Conditioning—Karen Lustgarten ... CHR
*Boner's Ark—Addison (Mort Walker) ... KFS
Book Best Seller List ... TSS
Book Digest ... OPS
Book Marks—Mid Paulus ... MCF
Book Reviews ... MIV
Book Reviews—Robert Emmett McLeod ... FEA
Book Reviews Column—Marc Drogin ... DRO
Book Reviews—David Horowitz & D. Benarone ... WUP
Book Reviews (Children's)—M. F. Stroud ... FEA
Book Reviews—Joan Hanauer ... UPI
Book Reviews—Roy McSkimming ... TSS
Book Shelf—Jeff Lee ... SA
Book World—Myrna Grier ... ITP
Book World Service (Washington Post Book Section) ... WPW
Books—Hans Holzer ... EPS
Books ... BAR
Books in Review ... IMN
Books-into-Serials ... CHA
Books-of-the-Week—John Austin ... HIS
Bookviews—Alan Caruba ... INP
Boomer—Bill Brown/Mel Casson ... UFS
Bottom Ten—Steve Harvey ... UNP
'Bout Books—Art Robbins ... WOR
Bowling Tips—Don Carter & Marlon Ladewig ... NNS
Brain Teasers—Alf Hachel ... OPS
Brain Twisters—Don Douglas ... WLG
Brass Roots Clippings—Kerwin Hoover ... HTF
Brenda Starr—Dale Messick ... CTN
*Brick Bradford—Paul Norris ... KFS
Bridge—Carl Brett ... GIN
Bridge With Kantar—Edwin Kantar ... CFI
*Bringing Up Father—Kavanagh—Fletcher Camp KFS
Broadsides—Charles Barsoff ... LAT
Broadway Backstage—Ken Van Laer ... BIS
Broadway Boxscore ... UPI
Broadway Karikatures—Joe Kaliff ... AMF
Broadway Vignettes—Marcia Michels ... AMF
Broom-Hilda—Russ Myers ... CTN
Brother Juniper—Fred McCarthy ... FIE
Brucker Column ... BRU
Brudnoy's Complaints—David Brudnoy ... UNP
Bryant/Hall Travel—G. Bryant/G. Hall ... TSS
Bubblegummers—Jeff & Carol Wakefield ... SUN
Bud Collins On Tennis—Bud Collins ... CTN
Buescher Editorial Cartoons—Alfred J. Buescher ... KFS
Bugs Bunny—Ralph Heimdahl/Al Stoffel ... NEA
Bush League—Ken Shaw & John Bianchi ... LAT
Business and the Stock Market ... BAB
Business News Photos ... DIS
Business Outlook—J. A. Livingston ... FIE
Business Profile ... UPI
Business Today ... UPI
Business Wire Newsletter—Lorrie I. Lokey ... BUS
Business World—Dorothea Brooks ... UPI
Buyer's Billboard—Michael J. Conlon ... UPI
*Buz Sawyer—Roy Crane ... KFS
By George!—John Keasler ... UFS
By No Means Neutral—Ernest B. (Pat) Furgurson LAT

C

Calorie Countdown—Susan Duff Mastro ... MCN
Camera College—Irvine A. Brace ... BRA
Camping All Year Round—Bob Nesoff ... MCN
Camping Family Style—Angela/Ford Bothwell ... SUB
Campus Clatter—Larry Lewis ... NEA
Canadian Business Report—John Meyer ... TSS
Canadian Comment—Peter Ward ... SUB
Canadian Economic Scene—Bruce Whitestone ... DWL
Candle & Mirror—Fred Dodge ... MM
Capital Fare—Andrew Tully ... MCN
Cap'n Kadd—Pat Anderson ... AND
Cappy Dick—Cappy Dick ... FIE
Captain and The Kids—John Dirks ... UFS
Captain Easy—Bill Crooks & Jim Lawrence ... NEA
Captain Fred's Ozone Patrol—Fred James ... MOD
Car Crazy—Bilko ... BPS
Car Talk—Robert Taylor ... ECS
Caricatures—Ranan Lurie ... LAT
Carl Rowan—Carl T. Rowan ... FIE
Carmichael—Dave Eastman ... LAT
Carnival—Dick Turner ... NEA
Carroll Righter Horoscope—Carroll Righter ... MCN
Cartoon Bug ... TSS
Cartoon Page—London Weekend ... ITP
Cartooncatures—Sarge O'Neill ... SOU
Cassini Carousel—Igor Cassini & Liz Smith ... CF
Catfiish—Rog Bollen & Gary Peterman ... CTN
Cecil Smith Television Column—Cecil Smith ... LAT
Celebritee-Hees—Buddy Basch ... BAS
Celebrities Laugh ... OPS
Celebrities Speak ... OPS
Celebrity Cookbook—Johna Blinn ... LAT
Celebrity Parade—Cathy Post Field ... SUB
Celebrity Showcase—Timothy Beckley ... GLC
Celestine Sibley—Celestine Sibley ... WNS
Centerpiece ... NYT
Challenge Maze ... EF
Chambers—Robert Chambers ... MIL
Channel Currents—Bob Bernier ... BEC
Channel Chuckles Daily—Bill Keane ... RTS
Charlie O. And The Angry A's—Libby ... DDS
Charmers—Hallmark ... FIE
Chateau & Briand—Don Van Nozzi ... SPS
Check Your Knowledge—Donald Saltz ... DTG
Chef Marcia—Marcia Burg ... WNS
Chess—Shelby Lyman ... EF
Chess Column—Robert Byrne ... NYT
Chess Master—George Koltanswoski ... GG
Chicago Daily News/Sun—Times/ Newhouse News Service ... FIE
Child Care—William G. Crook, M.D. ... LAT
Children—Ida Field ... EPS
Children's Letters—Stuart Hample ... KFS
Ching Chow—Will Levinson and Rocco Lotito ... CTN
Choral Pepper Travels—Choral Pepper ... PEP
Christmas Puzzles and Games ... ITP
Christmas Stories ... BPS
*Christmas Strip—Walt Disney ... KFS
Christmas Strip ... NEA
Church Ads ... LUT
Church Chuckles—Charles Cartwright ... SM
Church Forum —D. L. Yoder ... INR
Church Humor—Leo Canavan and Walter Kranz CTN
Church Page—Gus Wood ... MOR
Church World News ... LUT
Cindy Adams Interviews—Cindy Adams ... WNS
Citizen George—George Wolfe ... SM
Citizen Smith Daily—Dave Gerard ... RTS
City Editor's Tip Service—John Clift ... LAT
Classy Ads—James Estes ... STT
Cleo-Magazine From Australia ... OPS
Clothes Lines—Marylou Luther ... LAT
Coin Counting—Barbara White ... NUM
Coin Notes—Ronald Anders ... AR
Coin Roundup—Maurice M. Gould ... LAT
Coin-Stamp-Medals—F. Dennis ... SPA
Coin-Stamp-Medal World—F. G. Spadone ... SS
Coin-Wise—Leon T. Lindheim ... NNS
Coinworld—Robert Pearsall ... LAT
Collector's Corner—Tom Bateson ... UFS
Collector's Item—John Hearn ... TSS
College Press Service ... CPS
Collectors Items—Carolyn Anderson ... AMW
Colonial Capers—Joe Escourido ... UFS
Color Picture Transmissions ... UPN
Colorful Characters ... ITP
Column—Marilyn Manion ... AMW
Column Closers ... NEA
Comic Dictionary—Evan Esar ... RTS
Commentary—Harry Bruce ... TSS
Commentary on Issues Effecting Blacks ... FRE
Common Cents—Kate McQueen ... ASI
Community Club Awards—John C. Gilmore ... CCA
Con-Pro—Neil Klotz ... CPS
Concert Records—Wilbur G. Landrey ... UPI
Conchy—James Childress ... FIE
Confessions of A War Baby—John Donald ... TAG
Confide In Jackie Churchill—Jackie Churchill ... QUE
Conoressional Quarterly Service—Wayne Kelley ... CQ
Conrad Cartoons—Paul Conrad ... LAT
Consumer Contact—Arthur E. Rowse ... CNI
Consumer Fraud-Don't You Be Cheated—Joe Werner ... WER
Consumer Reading Rack ... REY
Consumers Beware—Lynne Gordon ... SUN
Consumer's Corner ... CAP
Consumer's Corner ... PIT
Consumer's Question Box—Margaret Dana ... UFS
Continental Diary—Noel Anthony ... NANA
Cooking—Jeanne Lesem ... UPI
Cooking Column—Norma Barach ... JTA
Cooking with Rojas—Lombardi..Rojas Lombardi ... ASC
Coping—Jerome & Lew Koch ... NEA
Coral Corner—Billy Hankey ... MCF
Couloris—George Coulouris ... MCF
Counsel For the Taxpayer—E. Edward Stephens ... CF
Count The Change Contest ... SF
Country Parson—Frank Clark ... SM-RTS
Country Sunshine—Betty Holberg ... RBN
Cousins Column—Norman Cousins ... LAT
C. P. Houston—Clyde Peterson ... RTS
Craft Patterns—Smith Studios ... FIE
Crawford's Cartoons—Bill Crawford ... NEA
Crazy Capers ... MIL
Crazy Capers—Frank Sematones ... CF
Creative Aggression—Bach & Goldberg ... DDS
Crime Science—Jack Barnes ... BIS
Criss Cross Puzzle—F. N. Perkins ... SPS
Cromley/Washington Column—Ray Cromley ... NEA
Cross-County Trails—Don Bacue ... BRK
Crossword ... CSP
Crossword Puzzle ... SUB
Crossword Puzzle ... MCN
Crossword Puzzle—Suzanne Craver ... AND
Crossword Puzzle—A. C. Gordon ... WLG
Crossword Puzzle—Bernice Paschen ... SM
Crossword Puzzle—Nina Cooper ... APN
Crossword Puzzle—Sonia McGinnis ... MOR
Crossword Puzzle with Cryptoquips—Eugene Sheffer, KFS
Crossword Puzzle with Cryptoquotes—Thomas Joseph KFS
Crossword Puzzler ... UFS
Crosswords ... NEA
Cuba 1975—What The Businessman Needs To Know—Jorge Losada ... WWI
Curious Facts . . . —Donald Whitacre ... CFF
Curious Facts . . . About Animals—Donald Whitacre CFF
Curious Facts . . . About Ohio ... CFF
Current Events in the Classroom—Marvin Lipton .. TSS
Cyclops—John Leonard ... NYT
Cynic's Corner—Stan Opotowsky ... STT

D

Daily And Weekly Crosswords—C. Gordon ... OPS
Daily Donato—Andy Donato ... SUN
Daily Investor—Don G. Campbell ... UFS
Daily News Record ... FA
Daily News Reports ... RNS
Daily Short Story ... OPS
Daily Stock Market Chart (Short Term Trend)—Charles E. Carden ... STO
Dalton Camp—Dalton Camp ... TSS
Dan Myers Column—Dan Myers ... MYR
Darcy Cartoons—Tom Darcy ... LAT
Dateline America—Jeffrey Blyth ... ITP
Dateline: Detroit—Don O'Reilly ... AU
Dateline History—Jerome Turk & Edw. Walsh ... CF
Dateline Sacramento ... CAP
Dateline: U. N.—Louis Halasz ... NANA
David Broder Column—David S. Broder ... WPW
Days and Customs of All Faiths—Dr. Howard V. Harper ... LAT
Dear Abby—Abigail Van Buren ... CTN
Dear Debbie—By Deberah White ... MCN
Dear Sally—Sally Shaw ... WLG
Deco Plans—Jean-Paul St. Michel ... CWE
Deams—Tom Oka ... SM
Demetrakis—Manos Pavlidis ... MCF
Denis Warner Column—Denis Warner ... RTS
Dennis Braithwaite—Dennis Braithwaite ... TSS
Dennis The Menace—Hank Ketcham ... FIE
Design For People—Emily Malino ... UPS
Designing Woman—Barbara Taylor Bradford ... LAT
Destination—Joseph Adler ... ADL
Detectogram—L. & N. Kirk ... KIR
Diagramless Puzzle ... EF
Diaper Set—Jan S. Paul, Ph.D. ... PAB
Dick Dunkel's College Basketball Ratings—Dick Durnkel ... DSR
Dick Dunkel's College Football Ratings—Dick Dunkel ... DSR
Dick Kleiner/Hollywood—Dick Kleiner ... NEA
Dick Tracy—Chester Gould ... CTN
Did You Know?—J. Jarvis ... CSP
Digest of Books ... BPS
Dinah Mite—Joe E. Buresch ... JEB
Diplomatic Pouch ... FRY
Distillates of Random Thoughts—Charles Rehns ... REH
Divorce & Remarriage—Helen Tumpson ... STT
Do It Yourself—R. Randolph Karch ... KAR
Do You Know—D. L. Yoder ... INP
Doctor Smock—George Lemont ... UFS
Doing the Right Thing—Elizabeth L. Post ... CTN
Domestique—Spadea ... SPS
Don MacLean—Don MacLean ... UFS
Don Patrol—Gary Patterson ... CTN
*Donald Duck—Walt Disney ... KFS
Dondi—Irwin Hasen ... CTN
Dooley's World—Roger Bradfield ... KFS
Doonesbury—Garry Trudeau ... UNP
Dot To Dot—Earl Engelman ... BPS
Double Take—Gerald Nachman ... CTN
Doug Wright—Doug Wright ... MIL
Douglas Fisher Column—Douglas Fisher ... SUN
Down To Earth—Walter Masson ... MAS
Dr. Aha—Bob Adam ... WIN
Dr. Crane's Quiz—Dr. George W. Crane ... HPS
*Dr. Kildare—Ken Bald ... KFS
Dr. Lee Salk's Column—Dr. Lee Salk ... FIE

Dr. Max Rafferty Column—Dr. Max Rafferty ..... LAT
Draw Your Own Conclusion—Courtney Dunkel ..... WSS
Drawing Is Fun—W. Trag ..... BPS
Dress Pattern Features—Anne Adams ..... KFS
Dress Pattern Features—Marion Martin ..... KFS
Drivers Seat—Robert W. Irvin ..... NANA
Dry Gulch—Sam Cox ..... WES
Dumplings—Fred Lucky ..... LAT
Dunagin's People—Ralph Dunagin ..... FIE
Durslag Sports Column—Melvin Durslag ..... KFS

E

Easi-Bild Wood-Work Patterns ..... LAT
Easy Does It—Win Packer ..... TSS
Eat Drink & Be Merry—Robert J. Misch ..... WNS
Eat and Grow Younger—LeLord Kordel ..... SPE
Eat Up & Slim Down—LeLord Kordel ..... SPE
Eat Your Troubles Away—LeLord Kordel ..... SPE
Eb & Flo—Paul Sellers ..... UFS
Economic Impact—Hobart Rowen ..... WPW
Economics for the Perplexed—
Richard Warshaner & Froma Jocelow ..... LAT
Ed Fischer Editorial Panel—Ed Fisher ..... MCN
Editorial Cartoon—Dick Hodgins Sr. ..... SM
Editorial Cartoon—Mike Gregory ..... SUB
Editorial Cartoon—Tony Auth ..... CTN
Editorial Cartoon—Jeff MacNelly ..... CTN
Editorial Cartoon—Wayne Stayskal ..... CTN
Editorial Cartoon ..... CSP
Editorial Cartoons—Herc Ficklen ..... AVA
Editorial Cartoons—Yardley Jones ..... CWF
Editorial Cartoons ..... BLP
Editorial Cartoons—Bruce Jorgenson ..... IND
Editorial Cartoons by Rick Wilson—Rick Wilson ... WLS
Editorial Page Cartoon—Milt Morris ..... APN
Editorial Research Reports—Hoyt Gimlin ..... EDR
Editorial Service ..... TAB
Editors Choice Specials ..... RTS
Education—Bella A. Queen ..... PWF
Education Today—Patricia McCormack ..... UPI
Eek & Meek—Howie Schneider ..... NEA
Ego Quiz—Dr. Harry Cargas and
Dr. Richard Nickeson ..... UNP
Elderman—Roy Elderman ..... MCF
Eleanor Lambert's She—Eleanor Lambert ..... FIE
Elmer Stoon—Don Knudsen ..... SIE
Emmy Lou—Marty Links ..... UFS
Employee Opinion Surveys Pay Off—D. J. Scherer REY
Energy/Ecology Roundup ..... CAP
Energy World ..... UPI
Entertainment and The Arts ..... IMN
Entertainment Whirl—Buddy Basch ..... BAS
ESSA Satellite Cloud Cover ..... UPN
Et Tu—Harper ..... LAT
Etc. & P.S.—Irma Ganz Miller ..... SA
Evans Column—M. Stanton Evans ..... LAT
Evans On Chess—Larry Evans ..... CHE
Everybody's Business—John Douglas Paulus ..... MCF
Everybody's Money—Merrvle Stanley Rukeyser ... SIM
Everyday Editorials—Monte F. Bourjaily & Staff .. GLS
Exclusive Book Excerpts ..... ESF
Exclusive Commissioned Articles ..... ESF
Exploring The Supernatural—Timothy Beckley .... GLC
Eyes on Tomorrow—Philippa Ruth ..... WOR

F

Faces In The News—Frank G. Murphy ..... DIS
Fact Fillers ..... CSP
Fact-O-Rama—M. W. Martin ..... MAR
Fairchild Photo Service ..... FA
Family Circus Daily—Bil Keane ..... RTS
Family Circus Page—Bil Keane ..... RTS
Family Circus Weekend—Bil Keane ..... RTS
Family Finance—Bettly Yarmon ..... WNS
Family Physician—James G. Price, M.D. ..... SUB
Family Travel—Betty Lowry ..... CIT
Famous Recipes—J. Sherrod ..... BPS
Famous Short Stories ..... BPS
Famous Tongue Twisters ..... BPS
Farm Reports—James Fisher ..... NANA
Farris Wheel—Farris ..... BPS
Fascinating Fabrics—Francis Dietrich ..... MCN
Fashion & Beauty Tips ..... NEA
Fashion And Fabrics—Fannie Gleeson ..... MCN
Fashion Face And Figure—Florence de Santis ... UFS
Fashion In The News—Martha Allman ..... AUN
Fashion 'n' Figure—Paige Palmer ..... FAS
Fashionettes ..... UPI
Fashions—Dina Dellale ..... EPS
Fashions—Joan Grady ..... ASC
Feature Story—Bill Griffith ..... GRF
Feel Young Again—Lelord Kordel ..... SPE
Feiffer—Jules Feiffer ..... FIE
Feminist Q&A—Mary Ellen Corbett ..... COS
Ferd'nand—Dahl Mikkelsen ..... UFS
$50 An Idea, Why Not?—Selma Glasser ..... GLA
Figments—Dale Hale ..... LAT
Figurits—R. J. Allen ..... WLG
Fillers—Rosalyn Boyd ..... MOR
Fillers ..... MIN
Fillers ..... ROB
Film Clips—Bruce Connolly ..... BIS
Film Fare—Laurie Lee ..... WOR
Film Parade—A. Caruba ..... INP
Filmland Feedback—Nancy Lane ..... WOR
Finance—Jack McArthur ..... TSS
Find-a-Quote ..... EF
First Aid For The Ailing House—Roger Whitman .. UFS
Fischetti—John Fischetti ..... FIE
Fisheries Market News ..... WWI
Fix It Yourself—Hubbard Cobb ..... WSS
Flamingo—R. A. Roche ..... PF
*Flash Gorden—Dan Barry ..... KFS
Flashback Calendar ..... AF
Flashback On Canada—Bob Bowman ..... SUN
Flea Market Finds—Dan D'Imperio ..... STT
Fletcher, The 4-H'r—Joe E. Buresch ..... JEB
Flintstones—Hanna-Barbera Productions ..... MCN
Flip Art—Al Goring ..... GOR
Flora—Ruth Goring ..... GOR
Fogarty—Bill Lee ..... CTN
Food—Peggy Read ..... EPS
Food And Your Health—Frederick J. Stare, M.D. .. LAT
Food Facts ..... LUI
Food For Americans—Aileen Claire ..... NEA
Food For Thought—Gloria Pitzer ..... PIT
Food For Thought—Alice Denhoff ..... KFS
Food For Thought—Dr. Jean Mayer ..... CTN
Football Fact Finder—James H. O'Hare ..... MCS
For A Happy Life—Fritchie Saunders ..... HC
For & About Teenagers ..... CSP
For Better Health—S. L. Andelman, M.D. ..... LAT
For The Consumer—Sidney Margollus ..... WNS
For Women Only—Dr. Lindsey R. Curtis ..... NNS
For Women Who Work—Alice Skelsey ..... CTN
Foreign News Commentary—Phil Newson ..... UPI
Foreign Strips ..... BPS
Fortune Kookies—Charles Glass ..... CTN
Fortune Teller—A. C. Gordon ..... WLG
Foster Fenwick—Mal Hancock ..... WSS
Frank And Ernest—Bob Thaves ..... NEA
Frank van der Linden—Frank van der Linden .... UFS
Frankly Female—Marcy Bachman ..... OAK
Fred Bassett—Alex Graham ..... FIE
Freddy—Rupe ..... FIE
Free For The Asking—Harriet Hart ..... CWF
Freighter Travel—Norman Austin ..... HIS
Friends And Romans—Tom Isbell ..... CFI
Fritchey Column—Clayton Fritchey ..... LAT
From History's Scrapbook ..... CSP
Frontiers Of Science—Andrea Bresciani, Robert..
Raymond, Stuart Butler, Ph.D. ..... LAT
Fun-Bug—Howard Rand ..... SM
Fun Fillers ..... CSP
Fun In The Kitchen—Michelle Christian ..... RBN
Fun With Figures—J. A. H. Hunter ..... SUN
Funky Winkerbean—Tom Batiuk ..... FIE
Funland—Art Nugent, Jr. ..... UFS
Funny Business—Roger Bollen ..... NEA
Funsters, The—John Broudhecker ..... AF

G

Gahan Wilson Sunday Comics—Cahan Wilson ..... RTS
Gallup Poll—Dr. George Gallup ..... FIE
Gamble Cartoons—Ed Gamble ..... RTS
Games & Puzzles ..... OPS
Gardening—Fred Dale ..... TSS
Gardening Series ..... NEA
Gardens—Olive E. Allen ..... DHJ
Garth—Frank Bellemy ..... ITP
*Gary Player's Golf Class—Gary Player ..... KFS
Gasoline Alley (D&S)—Dick Moores ..... CTN
Gee-Oh-Metriks—Morgan/Carlgren ..... MSCF
Gemini News Service ..... ITP-MIL
Gemini-Scope ..... ITP
Gene Basset—Gene Basset ..... UFS
General Features & New Items ..... WUP
Generation Rap—Helen and Sue Bottel ..... KFS
George Anthony—George Anthony ..... SUN
George Will Column—George F. Will ..... WPW
Georgie Anne Geyer Column—Georgie Anne Geyer .. LAT
Get Your $ Worth—Sally & Jim Adams ..... MCN
Gil Thorp—Leo Canavan and Walter Kranz ..... CTN
Gilmore Brother's "Music Scene"—Douglas &
Keith Gilmore ..... TEL
Ginger—Orla Getterman ..... UFS
Glad You Asked That!—Merllyn & Hy Gardner .... FIE
Glasser Guide To Filler Writing—Selma Glasser .. GLA
Glasserfied Directory—Selma Glasser ..... GLA
Going Our Way—Bob Sloane ..... STR
Golden Years—Tom Collins ..... LAT
Golf Cartoons ..... OPS
Golf Tips—George Knudson ..... SUN
Good Earth Almanac—Monte Burch ..... UNP
Good Health Through Mind Power—Charles Rehns. REH
Good Manners, Good Sense—Alan Caruba ..... INP
Good News Only—Roger Sharp ..... CIT
Good Old Days Antiques Fairs—Erwin Hess ..... UFS
Gordo—Gus Arriola ..... UFS
Goren On Bridge—Charles Goren & Omar Sharif .. CTN
Gourmet On A Budget—Sandal & Pritch English .. ENG
Gourmet's Notebook—Rebecca Caruba ..... INP
Government Contract Administration—Porter B.
Williamson ..... MSC
Grab Bag—Fred Philcox ..... CIT
Graffiti ..... MCN
Grandpa's Boy—Brad Anderson ..... SM
Grant Cartoons—Lou Grant ..... LAT
Graphic Commentary—Francis Brennan ..... NIE
Graysmith—Robert Graysmith ..... CHR
Green & Grassy—Mike Beaudoin ..... BEA
Green Talk—Jud Arnold ..... CWF
Grin & Bear It—George Lichty ..... FIE
Growing Older—Lou Cottin, Harold Blumenfeld ... NEA
Growth, Conflict And Hangups—Dr. Saul Kapel .. CTN
Grubby—Warren Sattler ..... SM
Gullivers/Innocence Abroad—Mary Gauerke ..... WSS
*Gunner—Alfredo Grossi & Jose Salinas ..... KFS
Gus Tyler—Gus Tyler ..... UFS

H

*Hagar The Horrible—Dik Browne ..... KFS
Hair Care—Carole Rentley ..... ITP
Handi-Football Ratings—Mort Olshan ..... MOS
Handy Family—Lloyd Birmingham ..... LAT
Happier Living—Phillis Mitchell ..... MIT
Happy Gardener ..... MCN
Hardpan—J. Griswold ..... GRI
Harriet Van Horne Column—Harriet Van Horne .. LAT
Harris Survey—Louis Harris ..... CTN
Harvest Time Of Life—Charles Rehns ..... REH
Haut Couture—Mid Paulus ..... MCF
Have Fun!—Lee Bryan ..... BLA
Have You Met?—Y. L. Tiajcliff ..... NPS
Hayakawa Column—S. I. Hayakawa ..... RTS
Haynie Cartoons—Hugh Haynie ..... LAT
*Hazel—Ted Key ..... KFS
Heads 'N Tails—Edward O'Brien ..... ECS
Health and Medicine—Ana Honig ..... WNS
Health Capsules—M. Petti, M.D. and Judd Hurd .. UFS
Health Column—Lawrence E. Lamb, M.D. ..... NEA
Health Science News—Samuel Klein, Dr. SC. ..... RTV
Health To-Day—Dr. O. A. Battista ..... BPS
Heathcliff—George Gately ..... MCN
Helen Help Us!—Helen Bottel ..... KFS
Help-Mate—Linda Yakovich ..... CNI
Help Police!—Buddy Basch ..... BAS
Henrikson Illinois Cartoon Service—Arthur A.
Henrickson ..... HEN
*Henry—John Liney & Ron Trachte ..... KFS
Henry J. Taylor—Henry J. Taylor ..... UFS
Herblock—Herbert L. Block ..... FIE
Here's How—Frank Preston ..... ITP
Here's The Plan ..... JBF
Herman—James Unger ..... UNP
Hesse Cartoons—Don Hesse ..... LAT
*Hi And Lois—Mort Walker and Dik Browne .... KFS
Hints For The Home—Bob Mattis ..... CTN
*Hints From Heloise ..... KFS
Histo-Graphic—Julie McDowell ..... CFI
Hockey For Minors ..... TSS
Hockey Tips—Bobby Orr ..... SUN
Holmes Alexander Column—Holmes Alexander .... MCN
*Hollywood—Dorothy Manners ..... KFS
Hollywood Beauty—Lydia Lane ..... LAT
Hollywood Best—Bill Lane ..... WOR
Hollywood Connection—Vonnie Burke ..... EXC
Hollywood Hotline—James Bacon ..... NANA
Hollywood Inside—John Austin ..... HIS
Hollywood Interviews ..... OPS
Hollywood Pit Stop—Anthony Cardoza ..... HOP
Hollywood Television Report—Ernie Kreiling ..... FIE
Hollywood Television Report—Ernie Kreiling .... HTR
Hollywood's Unsolved Mysterics—John Austin .... HIS
Home—Ann Jermyn & George Adams ..... DHJ
Home Furnishings—Jan Brown ..... NNS
Home Furnishings Daily ..... FA
Home Gardens & Queries—Art Kozelka ..... CTN
Home Improvement—Bernard Gladstone ..... NYT
Home Line—Dorothy Ritz ..... LAT
Home Repairs—C. Gordon ..... BPS
Home Shop—Bill Bittinger ..... CFI
Home Town Flavor—Kerwin Hoover ..... HTF
Homemaker's Newsletter, Recipes & Notes ..... PIT
Homemakers' Money Savers—Douglas Tuomey .... LAT
Homes—Dorothea Brooks ..... UPI
Homes Canada—Tony Eccles ..... SUN
Honeybunch—Charles Godfrey ..... FIE
Honeydew—Harry Gaines Goodman, Jr. ..... GOJ
Hoop Ratings—Mort Olshan ..... MOS
Horoscope—Francesco Waldner ..... ITP-MIL
Horoscope—Clay Pollan ..... MCN
Hospital Quips—Rube Weiss ..... BLA
Hot Shot Sam—Samuel P. Levine ..... LEV
House Doctor—Herman Baum ..... RTS
House Of Ideas—Bill Baker ..... LAT
House Of The Week—Andy Lang ..... APN
House Plans—Gerry Bishop ..... UFS
Household—Ida Fried ..... EPS
Household Hints ..... UPI
Household Repair Dictionary—Kurt Singer ..... BPS
Household Scrapbook—Roberta Lee ..... WLG
How A Nation Began (Bicentennial)—Herbert C.
Bradshaw ..... BRD
How Can I???—Anne Ashley ..... WLG
How Do They ..... UNP
How It's Made And Functions ..... LUI
How To Be A Batter Manager—Dr. Whitt N. Shultz KNF
How To Be A Supermother—Dick Harris ..... HAA
How To Be More Successful—Dr. Whitt N. Schultz KNF
How To Build A Steady Second Income—
Dr. Whitt N. Schultz ..... KNF
How To Build Your Business—Dr. Whitt N. Schultz KNF
How To Business Articles—Arthur S. Green ..... GRE
How To Buy Major Appliances—Charles Klampkin . NNS
How To Communicate Effectively—Dr. Whitt
N. Schultz ..... KNF
How To Develop And Use Success Habits—
Dr. Whitt N. Schultz ..... KNF
How To Develop Your Personal Potential—
Dr. Whitt N. Schultz ..... KNF
How To Help Your Child Get The Most Out Of
School—Chess & Whitbread ..... DDS
How To Increase Your Sales And Profits—
Dr. Whitt N. Schultz ..... KNF
How To Keep Fit—Dr. Robert K. Kerlan ..... CTN
How To Keep Well—Dr. T. R. Van Dellen ..... CTN
How To Make More Money Now!—Dr. Whitt
N. Schultz ..... KNF
How To Manage Conflict—Dr. Whitt N. Schultz .. KNF
How To Market Your Job Skills—Dr. Whitt
N. Schultz ..... KNF
How To Motivate Yourself—Dr. Whitt N. Schultz . KNF
How To Save Your Time And Money—Dr. Whitt
N. Schultz ..... KNF
How To Start And Operate Your Own Franchise—
Dr. Whitt N. Schultz ..... KNF
How To Start, Build Your Own Mail Order—
Dr. Whitt N. Schultz ..... KNF
How To Survive A Tax Audit—D. J. Scherer .... REY
How To Take The Fun Out Of Driving—Dick Harris HAA

TITLES OF BY-LINED FEATURES

How To Take The Fun Out of Golf—Dick Harris .. HAA
How To Use The Goldmine Between Your Ears—
Dr. Whitt N. Schultz ..... KNF
How's Business? ..... BAB
*Hubert—Dick Wingert ..... KFS
Human Behavior Report ..... MAN
Human Side Of Investing—G. L. Ludke ..... BEL
Human Side Of Science ..... LUI
Humoresque—Don Alexander ..... ARU
Hutch At Random—Hutch ..... AND

I

I Am In Iambics—John Milton Hagen ..... GNF
Idea Chaser—Jerry Langell ..... AF
Ideas, Issues & Insights—Harry Humphreys ..... PUB
If Your Name Is—Ann Reynolds, Ph.D. ..... RFS
In The Kitchen—Tiny Bennett ..... SUN
In The Public Interest—Ralph Nader ..... RTS
In Quotes—Gene Mora ..... MCN
In Washington—Ron Hendron ..... LAT
Indoor Gardener—Jon Peterson ..... BRK
Indoor Gardening—Gay Nightingale ..... ITP
Indoor Gardening—Katherine B. Walker ..... FIE
Inflation Beaters—Hal Ball ..... RPS
Inside Auto Racing—Don O'Reilly ..... AU
Inside Daytime TV—John Austin ..... HIS
Inside Fashion—Eugenia Sheppard ..... FIE
Inside Hockey—Stan Fischler ..... TSS
Inside Labor—Victor Riesel ..... FIE
Inside Religion—Rev. Lester Kinsolving ..... NNS
Inside Report—Rowland Evans & Robert Novak .... FIE
Inside TV—Joey Sasso ..... MCN
Inside Washington—Robert S. Allen ..... FIE
In Sights—Dr. Walt Menninger ..... UNP
Insight—John Wykert ..... NANA
Insurance For Consumers—Dave Goodwin ..... GWN
Intelligrams ..... WWI
Interior Decorating—Genevieve Fernandez ..... UFS
Interlandi Cartoons—Frank Interlandi ..... LAT
International Adventure (Numismatic)—Julius Weiss WEI
International Adventure (Philatelic)—Julius Weiss . WEI
International Designer Patterns—Spadea ..... SPS
International Sunday School Lesson Comment—
Herbert C. Bradshaw ..... BRD
Interpretive Report/Worldview—Stanley Karnow .... RTS
Investigative Reports—Robert J. Wagman ..... NANA
Investment Notes ..... UPI
Investors' Guide—Sam Shulsky ..... KFS
Isn't It The Truth?—Charles Rehns ..... REH
It Happened Last Night—Earl Wilson ..... FIE
It's A Cockeyed World—Joe Kaliff ..... AMF
It's A Laugh!—Rube Weiss ..... BLA
It's A Photographic World—Stacey Martin ..... SAW
It's In The Bible—Sanford C. Payne, Jr. ..... PAY.
It's My Opinion—Irene Corbally Kuhn ..... CF
It's Your Landscape—George E. Creed ..... FIE
It's Your Life—Robert Armstrong ..... MCN
It's Your Money—Wendell Coltin ..... LAT

J

Jack Anderson's Weekly Special—Jack Anderson .. UFS
Jack Knife & T. Spoon—Sarge O'Neill ..... SOU
Jack Pokress At Large—Jack Pokress ..... NFI
Jackson Twins—Dick Brooks ..... MCN
Janeway Economic Service—Eliot Janeway ..... CTN
Jay Allen ..... TVT
Jeane Dixon Horoscope—Jeane Dixon ..... CTN
Jeane Dixon Predictions—Jean Dixon ..... CTN
Jeff Cobb—Pete Hoffman ..... LAT
Jeffrey Hart ..... KFS
Jelly Side Down—Nancy Stahl ..... UNP
Jericho Jones—Stephen C. Graham and
Kirk A. Luehrs ..... TFI
Jesse Jackson's Observations—Rev. Jesse L Jackson BLP
Jest Nonsense—Roy Bliss ..... BLI
Jesterday—Mario Risso ..... RTS
Jewish Quiz Box—Rabbi S. J. Fox ..... JTA
Jews In Sports—Haskell Cohen ..... JTA
J. F terHorst—J. F. terHorst ..... UNP
*Jim Bishop: Reporter—Jim Bishop ..... KFS
Jim Fain Column—Jim Fain ..... ASI
Jim Murray Sports Column—Jim Murray ..... LAT
Jim Proudfoot—Jim Proudfoot ..... TSS
Jimmy Connors Says—Jimmy Connors ..... MCN
Jimmy The Greek—Jimmy Snyder ..... FIE
Joe Palooka—Tony DiPreta ..... MCN
John Keasler Column—John Keasler ..... MCN
John D. Lofton, Jr.—John D. Lofton, Jr. ..... UFS
*Johnny Hazard—Frank Robbins ..... KFS
Johnny Wonder—Dick Rogers ..... NEA-EF
Jolly Green Thumb—Mary Furey Crymes ..... SUB
Jones Column—Jenkin Lloyd Jones ..... LAT
Josh Billings Sez—Rube Weiss ..... BLA
Joyce Haber Column—Joyce Haber ..... LAT
Judge Parker—Dr. N. P. Dallis and Harold Le Doux FIE
Julian Bond At Large—Julian Bond ..... BLP
Jumble—Bill Lee & Henri Arnold ..... CTN
Junior Editors—Joe Cunningham ..... APN
Junior Jumble—Bill Lee & Henri Arnold ..... CTN
*Junior Whirl—Hal Kaufman ..... KFS
Just For You—Earl Engleman ..... BPS
Justice Story ..... CTN

K

Karikature Karnival—Joe L. Kaliff ..... AMF
Karikaturettes ..... AMF
Karol C. Thaler—Karol C. Thaler ..... NANA
Karpin On Bridge—Fred Karpin ..... CTN
Keeping Food Safe—Bradley & Sundberg ..... DDS
Keeping You In Stitches—Glorida Pitzer ..... PIT
Kelly & Duke—Jack Moore ..... UNP
Kerry Drake—Alfred Andriola ..... FIE
Kevin P. Phillips ..... KFS
Kids' Corner—Claire Nagel ..... COF
Kids' Korner—Jesse Jacobs ..... MCN
*Kingsbury Smith ..... KFS
Kirk Column—Russell Kirk ..... LAT
Kisses—Vivian Greene ..... NNS
Kitchen Cynic—Bern Sharfman ..... AMF
Kitchen Recipes—Gwen Smith ..... TEE
Kitchen Sampler—Jane Mengenhauser ..... KSS
Knight News Wire ..... CTN
Know How—Usberne ..... FIE
Know Your Faith ..... NCF
Know Your Antiques—Ralph and Terry Kovel .... RTS
Know Your State Contest ..... SF
Kohlmeier Column—Louis Kohlmeier ..... CTN
Kudlaty's Cartoons—Ed Kudlaty ..... NEA

L

L. M. Boyd Column—L. M. Boyd ..... STT
Labor Report—Ed Finn ..... TSS
Ladies Day—John Rouson ..... LAT
Ladies First—Trixie Belmont ..... WNS
*Laff-A-Day ..... KFS
Laff Of The Week ..... MIL
Lane's Cartoons—John Lane ..... NEA
Lansky's Look—Bernie Lansky ..... UNP
Larry's World From Punch—Larry ..... BPS
Latin America—Virginia Prewett ..... NANA
*Latin American News—Omar Poblete ..... AMU
Latinamerican Picture Features—Juan Mestichelli . AMU
Latinamerican Photos—Juan Fernando ..... AMU
*Laugh It Off—Syd Hoff ..... KFS
*Laugh Time—Bob Shroeter ..... KFS
Laughing On The Outside—Nina Diamond ..... DIA
Laughs From Europe ..... RTS
Lautens Column—Gary Lautens ..... TSS
Law Briefs For Business—Martin J. Ross ..... LAW
Lee Goldstein—Lee Goldstein ..... WNS
Legal Aid—Martin J. Ross ..... LAW
Legal Briefs—John Ritter & Paul Levine ..... LEG
Legal Teasers—John Ritter & Paul Levine ..... LEG
Leisure & Hobbies ..... IMN
Lesson In English—W. L. Gordon ..... WLG
Let's Ask The Cook—Nan Wiley ..... RTS
Let's Live Longer—Lelord Kordel ..... SPE
Let's Make—Ben Corey ..... HAR
Let's Sew ..... KFS
Let's Stay Well—Dr. F. J. Blasingame ..... UFS
Let's Take Pictures—Irvine A. Brace ..... MIL
Let's Talk About Your Car—Ray Hite ..... ECS
Letters From Dad—Martin J. Ross ..... LAW
Liberated Woman—Mary McGrath ..... UFS
Life Begins At 40—Joanne Farris ..... MCN
Life In Music—The Dameans ..... NCF
Life In The Suburbs—Al Smith ..... SM
Life's Like That—Fred Neher ..... UFS
Lifestyle—Norma R. Harper ..... HAC
Life Style—Marian Christy ..... UFS
Li'l Abner—Al Capp ..... CTN
Lippy The Yippy— Sarge O'Neill ..... SOU
Listen, Bess—Bess Myerson ..... CTN
Literary Trends—A. J. Williams ..... TAG
Little Farmer—Kern Pederson ..... SM
*Little Iodine—Bob Dunn & Hy Eisman ..... KFS
Little Orphan Annie—Harold Gray ..... CTN
Little People's Puz—Leo White ..... UFS
Little Sport—John Rouson ..... LAT
Live 'N Laff—Rube Weiss ..... BLA
Live Longer And Be Happy—Charles Rehns ..... REH
Living End—Hal Holland ..... SM
Living Scriptures—Jack Hamm ..... SM
Local Editorial Cartoons—Jerry Alexander ..... ALX
Lolly—Pete Hansen ..... CTN
London Daily Mail News Service ..... ITP
London Daily Mirror Feature Service ..... ITP
London Economist Business and Financial Report—
Economist of London ..... EF
London Economist News Service (LENS)—
Economist of London ..... NEA
London Express Feature Service ..... UFS
London Express News Service ..... UFS
London Report—George Bain ..... TSS
London Sunday Mirror Feature Service ..... ITP
Lonely Heart—Here Ficklen ..... AVA
Look- and Feel-Your Best—
Mr. Physical Fitness of USA (Paul Bernstein) .. RRN
Look and Learn—A. C. Gordon ..... WLG
Look Smart—Harry Juster ..... RTS
Look Who's Talking— Alice Burke ..... EXC
Los Angeles Times Cross Words—Margaret Farrar LAT
Lou Edman Describes—Lou Edman ..... EDM
Louie—Harry Hanan ..... CTN
Love Is . . . —Kim Grove ..... LAT
Love on Life—Phillip H. Love ..... LOV
Low Down from the Congressional Record—
Joe Crump ..... CRU
Lubor J. Zink—Lubor J. Zink ..... SUN
Lucille Rivers On Sewing—Lucille Rivers ..... FIE
Lumpits—Mal Hancock ..... WSS
Lurie Cartoons—Ranan Lurie ..... LAT
Luther—Brumsie Brandon, Jr. ..... LAT

M

MacNelly Caricatures—Jeff MacNelly ..... CTN
Macpherson Cartoons—Duncan Macpherson ..... TSS
Made Public—Mary. Arthur ..... ARU
Maddox Column—Gaynor Maddox ..... NEA
Magazines in Review ..... UPI
Magazine Service ..... TVT
Magic Capet Over Broadway—Joe Kaliff ..... AMF
Magicword ..... MCN
Main Street—Ted Green ..... PWF
Make People Like You—LeLord, Kordel ..... SPE
Making Ends Meet—John Dorfman ..... APN
Making Tracks—David H. Allen ..... WTF
Man and Medicine—Irwin J. Polk, M.D. ..... PAG
Man To Man Bill Thomas ..... CF
Managing Your Family's Money—Merle Dowd ... RTS
*Mandrake The Magician—Lee Falk and
Fred Fredericks ..... KFS
Maps ..... NEA
Marianne Means' Washington—Marianne Means ... KFS
Marilyn Beck's Hollywood—Marlyn Beck ..... NYT
Mark My Words—Jim Fiebig ..... LAT
Mark Russell Column—Mark Russell ..... LAT
Mark Trail—Ed Dodd ..... FIE
Mark Trail's Outdoor Tips—Ed Dodd ..... FIE
Marlette—Douglas Marlette ..... KFS
Marmaduke—Brad Anderson ..... NNS
Martin F. Nolan—Martin F. Nolan ..... UFS
Martin's International Newsreel ..... MAR
Marvin Kitman Show—Marvin Kitman ..... LAT
Mary McGrory Column—Mary McGrory ..... WSS
Mary Worth—Allen & John Saunders, Ken Ernst .. FIE
Mauldin—Bill Mauldin ..... FIE
Max Lerner Column—Max Lerner ..... LAT
Maxine—Maxine Inlander ..... NNS
Mazes Galore—W. Quinn ..... OPS
McCall Crafts—McCall Pattern Co. ..... SPS
McGovern Cartoon—Bob McGovern ..... NCF
McKenzie Porter—McKenzie Porter ..... SUN
MD—James Shatley ..... ITP
Me—Flavia ..... LAT
Medical Consumer—David Hendin ..... ESN
Medical Memos—H. L. Herschensohn, M.D. ..... LAT
Medicalia—M. W. Martin ..... MAR
Medicare—Reamer Keller ..... FIE
Medicine—Dr. M. I. Salomon ..... WUP
Medicine Chest—H. Boswell York, R. Ph. ..... MCN
Medicine Today—Ed Orloff ..... CFI
Medifax and Fiction ..... LUI
Meditation—Colin Douglas ..... WLG
Meet The Stars—Frederic Davies ..... ITP
Meltzer on Real Estate—Bernard Meltzer ..... FIE
Memo To Caesar—D. K. Woodman ..... HPS
Memory Quiz—Donald Saltz ..... DTQ
Men's Wear—Paul Hamlin ..... SPS
Men's Wear—Walter Logan ..... UPI
Metro News—Jo Hindman ..... HIN
Michael Brand—William Barry ..... ADV
Mickey Finn—Morris Weiss ..... MCN
*Mickey Mouse—Walt Disney ..... KFS
Middle East Outlook—Marry Eisenberg ..... RAD
Midwestern Backpacker—D. J. Herda ..... BRK
Mike Peters—Mike Peters ..... UFS
Milt Dunnell—Milt Dunnell ..... TSS
Mind Your Money—Peter Weaver ..... KFS
Mini—Maps ..... DIS
Minit Doodle—Louis Magila ..... AF
Minority Human Relations—Dr. Alvin F. Poussaint BLP
Minority News Report ..... BLP
Miracle Gardening—J. Finletter ..... BPS
*Mirror of Your Mind—John Conwell ..... KFS
Mirrors of Washington—Isabelle Shelton ..... NANA
Miss Peach—Mell Lazarus ..... FIE
Ms. Augusta—Dominic Poelsma, Angus McGill ... UNP
Ms. Golf—Jan Nutter ..... WOR
*Mr. Abernathy—Ralston Jones and Frank Ridgeway KFS
Mr. Club Woman—John C. Gilmore ..... CCA
Mr. Crabtree ..... ITP
Mr. Demgopi—Stephen C. Grahamand,
Kirk A. Luehrs ..... TFI
Mr. Politician—Ranan Lurie ..... LAT
Mr. Tweedy—Ned Riddle ..... LAT
Moco—Morgensen and Cornelius ..... LAT
Modern Bridge—J. Fern ..... BPS
Modern Etiquette—Roberta Lee ..... WLG
Modern Racing Oddities—D. J. Herda ..... BRK
Modern Sherlock Holmes—Jane Sherrod Singer .... BPS
Mom's Lunch Break—Rose Irene Hamner ..... STH
Momma—Mel Lazarus ..... FIE
Money Matters—Dave Goodwin ..... GWN
Money In Your Pocket—Martha Patton ..... CTN
Money Saver—Milton Moscowitz ..... LAT
Moneysavers—Bob Powers ..... CRE
Money Talks—F. G. Spadone ..... SPA
Monthly Mention—Eff Thomas ..... MM
Mood of America ..... UPI
Moon Mullins—Ferd Johnson ..... CTN
*Moose Miller—Rob Weber ..... KFS
More For Your Money—Mike LeFon ..... LEF
More For Your Money—L. Galton ..... WSS
Morrie Ryskind—Morrie Ryskind ..... WSS
Mossprints—Geoffry Moss ..... WPW
Mother Earth News—John Shuttleworth ..... RTS
Motion Pictures—Hans Holzer ..... EPS
Moto Spoits—Robert A. Cutter ..... THG
Motor Talk—Fred W. Kline ..... CAP
Motor Tips—Stirling Moss ..... BPS
Motor Tips ..... OPS
Movie World ..... UPI
Movies & Sports on TV—Frances M. Knox ..... DIC
Mumblin 'Joe—Joe Holberg ..... RRN
Music Whirl—Buddy Basch ..... BAS
Mutt & Jeff—Al Smith ..... MCN
Mutual Funds—Don G. Campbell ..... UFS
My Answer—Billy Graham ..... CTN
My Basket Of Recipes—Mid Paulus ..... MCF
My Life Is Baseball—Robinson ..... DDS
My Success Story ..... BPS

N

NANA News Service ..... NANA
NANA Photo Service ..... NANA

NANA Pony Service ..... NANA
Nancy—Ernie Bushmiller ..... UFS
Nashville Sound—Red O'Donnell ..... WSS
National Cartoon—David Boyd & Gus Wood ..... MOR
National Security Affairs—Lt. Gen. Ira C. Eaker.. LAT
National Whirligig—Ernest Cuneo ..... NANA
Natural French—Father Henri Degagne ..... BOM
NBA Pro Forecast—Bill Lee ..... MOS
Ned Beard Editorial Panel—Ned Beard ..... MCN
Needle Arts ..... SUB
Needlecraft Pattern Feature—Alice Brooks ..... KFS
Needlecraft Pattern Feature—Laura Wheeler ..... KFS
Needlepointers—Daphne Ginnings ..... UNP
Needlework Kit—Dorethy Brightbill ..... APN
New Looks are for Books—Edwin T. Grandy ..... GNF
New Ideas & Products ..... SA
New Jersey Report—Ross Warren ..... GSM
New Neighbors—Bob Bugg ..... CTN
N.Y. Times Book Review ..... NYT
N.Y. Times Crossword Puzzle ..... NYT
Newsfeatures ..... NEA
Newsfeatures ..... ESN
News Focus—Charles Bartlett ..... FIE
News-In-Color ..... NEA
News Photos—Misc. Photos ..... SUB
Newspictures ..... UPN
News Releases ..... LUT
News Service ..... GNB
News Service—Westinghouse ..... GNB
News Visuals ..... NEA
NFL Game Plan ..... UFS
Nicholas von Hoffman ..... KFS
Nick Thimmesch Column—Nick Thimmesch ..... LAT
Nicole Nobody—Duchess of Bedford ..... DDS
Nit Wit—Robert F. Thornton ..... THF
No Final Victories—Lawrence O'Brien ..... DDS
Norbert—George Fett ..... UFS
Norton Mockridge—Norton Mockridge ..... UFS
Nostolgia Grid—Mary Lane ..... WHI
Notes On The News—Charles D. Pearson ... PEA-MIL
Nothing But The Truth—Russ Arnold ..... SM
Novak's Column—Ralph Novak ..... NEA
Now!—Gene Loyd ..... RTS
*Now See Here!—Bert Bacharach ..... KFS
Now You Know About ..... UPI
*Nubbin—James Burnett and Henry Boltinoff ..... KFS
N-Vironment—Norm Davis ..... NMD

O

Oakley's Commentary ..... NEA
Occupant—Clifford Harris ..... KFS
Odd Facts—Will Eisnet ..... RTS
Of All Places—Horace Sutton ..... FIE
Of Arms And Men—Col. Robert D. Heinl ..... NANA
Off The Beaten Track—Bernard Gelman ..... GEL
Off The Record Daily—Ed Reed ..... RTS
Off The Record Page—Ed Reed ..... RTS
Old Farmers Almanac ..... UFS
Old-Fashioned Thrift—Katie Hess ..... RTS
Olderman Cartoons—Murray Olderman ..... NEA
Olderman's Column—Murray Olderman ..... NEA
Olga Knows—Olga ..... CHR
Oliphant Cartoons—Patrick Oliphant ..... LAT
On Being Black—Sandra Haggerty ..... LAT
On Gardening—John Bradshaw ..... SUN
On Movies—Cylde Gilmour ..... TSS
On Pins & Needles—Gloria Pitzer ..... PIT
On Stage—Leonard Starr ..... CTN
On the Fairway—Max Faulkner ..... ITP
On The Farm Front—Bernard Brenner ..... UPI
*On The Line—Bob Considine ..... KFS
On The Other Hand—John Douglas Paulus ..... MCF
On The Right—William F. Buckley, Jr. ..... WSS-KFS
On The Religious Front—David Benarone ..... WUP
On The Wire—John J. Westley ..... DIS
On Wines—Bill Sonstein ..... SON
One Man's View—Robert Segal ..... SAF
One on One—TV Sports ..... TVT
One Woman's Voice ..... AMS
One Woman's Voice ..... NYT
Op-Ed ..... NYT
Op Ed ..... NEA
Orben's Comedy Fillers—Robert Orben ..... COC
Otherwise—Tom Fesperman ..... EF
Ottawa Report—Richard Gwyn ..... TSS
Otto Sez—Frank Nickens ..... HPS
Our Ancestors ..... SUB
Our Boarding House—Less Carroll & Tom McCormick NEA
Our Daily Bread—Rev. A. Purnell Bailey ..... LAT
Our Energy Crisis—Dr. Lawrence Rocks &
Dr. Richard Runyon ..... KFS
Our Environment—Jeff Stansbury and
Edward Flattau ..... LAT
Our Film Folk—Herbert G. Luft ..... JTA
Our Man In The White House—Lester Kinsolving .. NNS
Our New Age—Gene Fawcette ..... FIE
Our Parish—Margaret Ahern ..... NCF
Our Preacher Says—D. L. Yoder ..... INR
Our Rugged Constitution—Florence K. Palmer ..... PAM
Our Vanishing Liberties—Omar V. Garrison ..... SPE
Our Religions—Dr. Carlyle Adams ..... RTS
Our Times—Smith Hemostone ..... HEM
Our Western Heritage—Bob Clark ..... BRK
Out of Orbit—Here Ficklen ..... AVA
Out Our Way—(d) Negley Cochran (S) Ed Sullivan NEA
Outdoor Guideposts—Fred Luks ..... OUG
Outdoor Life ..... OPS
Outdoor Mini-Tips—Joe E. Buresch ..... JER
Outdoors Everywhere—Vic Watia ..... UPI
Over Broadway & Hollywood—Phil Kalker ..... AEW

P

Panel & Filler Cartoons by Rick Wilson—
Rick Wilson ..... WLS
Panorama—David Schwartz ..... JTA
Pantomine—Sara Black ..... SPS
Paperback Book Column ..... JCY
Parade of Books—Ralph Hollenbeck ..... KFS
Parade Of Homes—Carl Gaiser ..... HOM
Paris Report—Monique ..... CTN
Passport To Everywhere—Ron Butler ..... CF
Past Sixty—Meg Hale ..... HAL
Pathfinder—Linda Ford ..... WES
Pat's Pointers—Pat Trexler ..... FIE
Pattern Party ..... KFS
Patterns & Needlework ..... NEA
Patterns & Polly's Pointers—Polly Cramer ..... NEA
Patterns For Better Living—Steve Ellingson ..... UB
Paul Harvey News—Paul Harvey ..... LAT
Paul Hellyer—Paul Hellyer ..... SUN
Paul Szep Editorial Panel—Paul Szep ..... MCN
Peanuts—Charles M. Schulz ..... UFS
Pee-Wee—Jerry Iger ..... PF
Pennywise Travel & Leisure—Jane Morse ..... LAT
Peon Romeo—Jim Janeway ..... WIN
People and Problems—Martin J. Ross ..... LAW
People and Values—Andrew Greeley ..... UNP
Perkins—John Miles ..... RTS
Personality Sketches—David Christianson ..... TSS
Personalized Designer Patterns—Spadea ..... SPS
Pets And Their People—Alice Scott ..... UFS
Peter Panic—Lo Linkert ..... BPS
Peter Worthington—Peter Worthington ..... SUN
Philatelic News—Gustav Detjen, Jr. ..... DET
Phillips-Sindlinger Survey—
Kevin P. Phillips & Albert Sindlinger ..... KFS
Photo Info—Bill Baughman ..... BAU
Photo Service ..... RNS
Phyllis Mitchell Column—Phyllis Mitchell ..... MIT
Pick of Punch ..... LAT
Pictorial Page (Feature Story) ..... KFS
Picture of Health ..... LUI
Picture—Photo Services ..... CWF
Picture Show ..... APN
Pigskin Prophecy—Most Olshan ..... MOS
Pilgrims—Stephen C. Graham and Kirk A. Luehrs TFI
Pilsworth Cartoons—Graham Pilsworth ..... TSS
Pinup Photos—Arthur S. Green ..... GRE
Pistachios—Sematones ..... RPS
Pixies—Jack Wohl ..... UFS
Places To Remember—Carol Baker ..... BAK
Plant Parenthood—Gloria Pitzer ..... PIT
Pocket Cartoons—London Daily Mirror ..... ITP
Poetry—Wolf Pasmanik ..... WUP
Poinier—Art Poinier ..... UFS
Point of View ..... UPI
Political Analysis—Bruce T. Adams ..... BIS
Political Cartoons—McElhattan ..... AMW
Political Futures—Louis M. Bean ..... NANA
Polly's Pointers—Polly Cramer ..... NEA
Ponytail—Lee Holley ..... KFS
Poor Richard Almanack ..... NYT
Pop Rock Music—Brian L. Steffens ..... STE
Pop Scene Answer Man ..... UFS
Pop Scene Service—Barbara Lewis ..... UFS
*Popeye—Bud Sagendorf ..... KFS
Pops—George Wolfe ..... SM
Popular Records—William Laffler ..... UPI
Portrait of A Athlete—Phil Kalker ..... AEW
Portraits—Kristina Metcalfe ..... POR
Postcards—Stan Delaplane ..... CHR
Pot Luck—Don Alexander ..... ARU
Pot Shots—Ashleigh Brilliant ..... CTN
Potomac Fever—Jack Posner ..... RTS
Power and Sail—Almon Lockabey ..... LAT
Power of Faith—Woodi Ishmael ..... APN
Premier Crossword Puzzle with Cryptoquips—
Jo Paquin ..... KFS
Press Passing—Jim James ..... JDL
Priscilla's Pop—Al Vermeer ..... NEA
*Prince Valiant—Hal Foster ..... KFS
Prize Crosswords ..... EF
Prizeweek Crossword—B. B. Considine ..... DWL
Pro Pix—Mort Olshan ..... MOS
Products in Review ..... IMN
*Professor Phumble—Bill Yates ..... KFS
Profiles & Places—Nina Diamond ..... DIA
Profiles on Athletes—Jack Pokress ..... NFI
Prominent Designer Dress Pattern Feature ..... KFS
Promising Patents And Products ..... LUI
Pros & Kahns—J. Kesner Kahn ..... AMW
Psychic World ..... PSY
Punch Line ..... CSP
Punchline: U.S.A.—Charles Barsotti ..... LAT
Pungent Prayer—Phil E. Pierce ..... PUN
Puzzle Page ..... ITP

Q

Quarterly Cartoon Humor Service ..... GF
*Queenie—Phil Interland ..... KFS
Queen's Park Roundup—Donald Fredericks ..... SUN
Quincy—Ted Shearer ..... KFS
Quirks in The News ..... UPI
Quizword—Crossword ..... MIL
Quote Acrostic—Charles Preston ..... LAT
Quote/Unquote ..... NEA

R

Raising Children In A Difficult Time—
Dr. Benjamin Spock ..... CF
Rated G—Lucinda ..... NPS
Ray Wilson on Broadway—Ray Wilson ..... NEW
Read and Remember—W. L. Gordon ..... WLG
Reader Specials ..... KFS
Real Estate Profit Digest—Robert J. Bruss ..... REP
Real Names/Reel Names—Buddy Basch ..... BAS
Rebecca Morehouse Interviews—Rebecca Morehouse WNS
Recipes For Fun/Parents as Resources ..... RTS
Record Reviews—Jay Rosen ..... BIS
*Redeye—Gordon Bess ..... KFS
Religion and The Times—Jesse H. Merrell ..... MER
Religion in America—David E. Anderson ..... UPI
Religion In Review ..... RNS
Religious News Reporter ..... RNS
Report From America ..... UPI
Reviewing The New Film Books—Phil Kalker ..... AEW
Reviewing The New Sport Books—Phil Kalker ... AEW
Reviewing The New Movies—Phil Kalker ..... AEW
Revolutionary Times—Dr. Richard V. Bertain ..... CF
Revolutionary Times—L. Bennenson ..... SPS
Rex Morgan, M.D.—Dr. N. P. Dallis/
Frank Edgington/Marvin P. Bradley ..... FIE
Rex Reed Movie Reviews—Rex Reed ..... CTN
Rex Reed (Personalities)—Rex Reed ..... CTN
Rick O'Shay—Stan Lynde ..... CTN
Ring It Rich Contest ..... SF
Ringaround Word Games—Jack Fitch ..... OPS
*Rip Kirby—John Prentice and Fred Dickensen ..... KFS
*Ripley's Believe It Or Not! ..... KFS
Rivets—George Sixta ..... FIE
Robert's Rules—Robert Thornton ..... THF
Rock Back—L. W. Lehmer ..... SGF
Rock Music—Bruce Meyer ..... UPI
Rocket Shots—Rod Laver ..... UFS
Rodewalt—Vance Rodewalt ..... MIL
Rolling Stone ..... KFS
Ron Cobb Editorial Cartoon—Ron Cobb ..... SAW
Ron Posey's Ski World—Ron Posey ..... MOD
Ron Poulton—Ron Poulton ..... SUN
Roscoe Drummond Column—Roscoe Drummond ... LAT
Rosettes—Elinor K. Rose ..... ROS
Rural Delivery—Al Smith ..... SM

S

Sam Scout—Warkentin & Lane ..... WOR
Samantha Reads Your Stars—Sue Reed ..... SUB
Sanders—Bill Sanders ..... FIE
Sandy—James Unwin ..... HPS
Sargent MacDoogle—Rick Wilson ..... WLS
Saturday Sermon—Robert E. Lind ..... SAT
Say It Straight—Victor Lasky ..... NANA
*Scamp—Walt Disney ..... KFS
Scents of Humor—Samuel P. Levine ..... LEV
Scholastic Poll—Editors of Scholastic Magazine, Inc. CTN
Science—Margaret Williams ..... EPS
Science Briefcase ..... ESN
Science Critic—H. Peter Metzger ..... ESN
Science For You—Bob Brown ..... LAT
Science In The News—Walter B. Hendrickson, Jr. AUN
Science Today—Al Rossiter, Jr. ..... UPI
Scientific News—R. I. Queen/Alan Queen ..... PWF
Scott's World—Vernon Scott ..... UPI
Scram—Lets ..... INT
Scram—Lets—Clay Pollan ..... MCN
Scramble Steps—CJB Jr. ..... BAS
Scripture Search—Steve Landregan ..... NCF
Scroogle—Tug McGraw & Mike Witte ..... CTN
*Secret Agent Corrigan—
Al Williamson & Archie Goodwin ..... KFS
Seek And Find ..... STT
Self-Help to Charm—Harriet Carlson ..... HC
Self Service For Better Living—Charles Rehns ....REH
Selling Short—Ken Ross, Don Raden ..... UNP
Sen. Barry Goldwater Column—Sen. Barry Goldwater LAT
Senator Soaper—Bill Vaughan ..... NANA
Senior Citizens Corner ..... CSP
Senior Forum—Paul Hightower ..... LAT
Sensations of Sport—Neville Colvin ..... ITP
Sermonograms—D. L. Yoder ..... INR
*Sesame Street—Cliff Roberts &
The Children's TV Workshop ..... KFS
Sew Biz—Julia C. McCombs ..... COE
Sew Like A Pro—Roxane ..... APN
Sew Simple—Eunice Farmer ..... RTS
Sew Speedy Patterns—Spadea ..... SPS
Sew What's New?—Sandra Kelly ..... UNP
Sex Information Service ..... CF
Sex Life—Warren S. Pepper ..... BIS
Shanghai Lil—Sarge O'Neill ..... SOU
Shaping The Earth—Dr. A. A. Manten ..... DWL
Sheinwold On Backgammon—Alfred Sheinwold ..... LAT
Sheinwold On Bridge—Alfred Sheinwold ..... LAT
Shirley Lord—Shirley Lord ..... FIE
Shopping The World—Rosellen Callahan ..... EES
Short Auto Racing Stories—Anthony Cardoza ..... HOP
Short Ribs—Frank Hill ..... NEA
Short-Short Stories—Art Gates ..... GF
Short Story—Sidney DuBroff ..... GPL
Shorts ..... NEA
Show Biz—Herb Bridges ..... MOR
Show Biz—Flash Fairfield ..... NEA
Show Time ..... EF
Shows To Watch—(TV)—Paul Henniger ..... LAT
Shredded Wit—Nonnee Coan ..... COA
Sidebarbs—Clyde Peterson ..... RTS
Side Glances—Gill Fox ..... NEA
Sidney Zion—Sidney Zion ..... NANA
Sign-O-Rama—M. W. Martin ..... MAR
Signs of The Times—Val Valentne ..... CTN
Silver Lining—Rabbi Silver ..... SAF
Simplicity Patterns—Simplicity ..... SPS
60 Second Sermon—Fred Dodge ..... MM
Singles—Susan Dietz ..... LAT
Ski Trails—Hal Ball ..... RPS
Skiing—Judy Crawford ..... TSS
Skiing With Killy—Jean/Claude Killy ..... NNS
Skillet Club—Frank Kohler ..... LAT
Slim Gourmet—Barbara Gibbons ..... UFS
Small Fry Diary—Nonnee Coan ..... COA
Smart Chart—Herb Stansbury ..... LAT
Smiling Out Loud—Sarge O'Neill ..... SOU
Snappy Filler Service ..... SFS

TITLES OF BY-LINED FEATURES

Sneyd Political Cartoons—Doug Sneyd ..... TSS
Snowmobiling—Stan Davies ..... TSS
Soccer—Joe Marcus ..... SCI
Soccer Shots—Irma Ganz Miller ..... SA
Solunar Tables—Jacqueline Knight ..... RTS
Solve-A-Crime—A. C. Gordon ..... WLG
Sounds—Stephen Ford ..... NEA
Sounds of Seventies—Robert Argus ..... SUN
Sovereign State of Affairs—David Boyd & Gus Wood MOR
Soviet World—Eugene Lyons ..... NANA
*Spanish Crossword Puzzle—Alfaro ..... KFS
*Spanish Crossword Puzzle—Ramos ..... KFS
Spadea Boutique Patterns—Spadea ..... SPS
Spadea Hair Style—Paul Hamlin ..... SPS
Sparks of Wisdom—Cedric Simms ..... WLG
Speaking Dollar-Wise—Robert S. Rosefsky ..... LAT
Speaking Of Science—Jim Murphy ..... UNI
*Speaking of Your Health—Dr. Lester L. Coleman KFS
Special News Articles—Richey-Bosch-Marshall ... RBN
Special Shorts & Fillers ..... APN
Speck—Margaret Ahern ..... NCF
Spirit of '76—Ed Dunckelmann ..... INF
Sport & Recreation—Irma Ganz Miller ..... SA
Sporteaser—Eddie Germano ..... CF
Sportin' Life—Bill Verigan ..... NANA
Sports—Keith L. Walker ..... BIS
Sportsaction—Don Bacue ..... BRK
Sports Cartoons—Allan Maver ..... KFS
Sports Hotline—Mickey Herskowitz & Steve Perkins ..... UNP
Sports Special—Al Ray ..... CSP
Sportsman Digest—Hal Sharp ..... LAT
Sports Nostalgia—James H. O'Hare ..... MCS
Sports Parade—Milton Richman ..... UPI
Sports . . . Postpaid—Irma Ganz Miller ..... SA
Sports Scene—Lee James ..... SA
Sports Talk—Chuck Hardy ..... MCN
Sportwise—Florence K. Palmer ..... PAM
Spot the Difference ..... ITP
Spotlight ..... UPI
Spotlite Service ..... UFS
Stamp Corner—Doug Patrick ..... BOM
Stamp News From America—Julius Weiss ..... WEI
Stamp Nook—Ronald Anders ..... AR
Stampede—Jerry Palen ..... KSF
Stamping Grounds—Joseph Zollmen ..... ZOL
Stamps Are Fun!—Edmund M. Midura ..... MID
*Stan Smith's Tennis Class—Stan Smith ..... KFS
Star Gazer—Clay Pollan ..... MCN
Star Gazer ..... INT
Star Gazing—Robert Allen ..... STG
Star Interviews—June Finletter ..... BPS
Star Story—Richard Knapp ..... ESN
Stars and Sports—John Austin ..... HIS
Stay Alive Longer—LeLord Kordel ..... SPE
Staying Ahead—June Bryant Quinn ..... WPW
Staying Healthy—Dr. Clarke Hankey ..... MCF
*Steve Canyon—Milton Caniff ..... KFS
Steve Canyon—Milt Caniff ..... FIE
Steve Roper—William Overgard & Allen & John Saunders ..... FIE
Still Life—Jerry Robinson ..... CTN
Stitchin' Time—Judy Love & Joanne Schreiber .... NEA
Stock Charts ..... UPN
Stock of The Week ..... CTN
Stoker the Broker—Henry Boltinoff ..... MIL
Stop Killing Yourself—Dr. Peter Steincrohn ..... MCN
Stop Where The Truckers Stop—D. J. Scherer .... REY
Stories—Leonard Smukler ..... SMU
Straight Talk—Tom Anderson ..... AMW
Strange Destinies—J. Macklin ..... BPS
Strange To Relate ..... ITP
Strength For the Day—Dr. Elisha Douglass ..... CF
Strictly Business—Dale McFeatters ..... FIE
Strictly For Laughs—Joey Adams ..... CF
Strictly Fresh ..... SUB
Strictly Personal—Sydney J. Harris ..... FIE
Style For Living—Stoddard ..... DDS
Successful Investing—David R. Sargent ..... LAT
Sugar—Robert Gill ..... CFI
Sugar and Spice—Ellnor K. Rose ..... AF
Sum and Substance—Rev. John B. Sheerin, C.S.P. NCF
Sunday Crossword ..... ESF
Sunday Laughs—Paul Swede ..... BPS
Sunday School Lesson—Dr. Elisha P. Douglass ..... CF
Sunday Stock Market Chart (Long Term Trend)—Charles E. Carden ..... STO
Super Handyman—Al Carrel ..... KFS
Super Kat—W. L. Harper ..... PAL
Support the Church ..... KEA
Suzie Mac—Susan McDougal ..... UFS
Synergy '75 ..... FIE

T

Tabloid Service ..... TVT
Tales of the Unknown—Bob Clark ..... BRK
Tank McNamara—Jeff Millar/Bill Hinds ..... UNP
Tarzan—Edgar Rice Burroughs ..... UFS
Tasty Tales—Charles Rehns ..... REH
Teach Your Child To Swim—Julie Hoyle Smith ... ITP
Teacher's Pets ..... ITP
Technifax Illustrated ..... LUI
Teen Forum—Jean Adams ..... UFS
Teen Scene—Ben Corey ..... HAR
Teenage Driving Tips—Jane Sherrod ..... BPS
Teenage Corner—Ellie & David ..... TEE
Teen-Age Mail—Dorothy Ricker ..... RIC
Teenager—Alan Queen ..... PWF
Teen-Agers Say—Lester Rand ..... YOU
Tee Vee Laffs—Cliff Rogerson ..... UFS
Tel-Aire—(TV Supplement) ..... TAP
Television Inside—John Austin ..... HIS
Television In Review—Frank S. Swertlow ..... UPI
Tell Me Why—A. Leokum ..... MIL
Tennis Is King—Billie Jean King ..... CHR-NNS
Tennis Time—Perry Dara ..... WOR
Test Pattern—TV Crossword ..... TVT
Test Your Esp—John Prinkey ..... FSF
Test Your Horse Sense—Chester Allen Marshall .. CTN
Test Yourself—Jane Sherrod Singer ..... BPS
The Aces—Ira G. Corn, Jr. ..... UFS
The Arts—Robert Fulfod ..... TSS
The Astronits—Pat Anderson ..... AND
The Barnyard Gate—Sarge O'Neill ..... SOU
The Bermuda Triangle—Charles Berlitz ..... DDS
The Better Way—D. L. Yoder ..... INR
The Born Loser—Art Sansom ..... NEA
The Bosleys—John Stees ..... UFS
The Bottom Line—Antoinette Bosco ..... NCF
The Business of Writing/Writing For Profit—V. A. Levine ..... SYN
The Business Roundtable ..... GNB
The Butcher—Merle Ellis ..... CHR
The BYRDS—Vance Rodewalt ..... TSS
The Christian Science Monitor News & Photo Service ..... RTS
The Church Invites You—D. L. Yoder ..... INR
The Circus of P. T. Bimbo—Howie Schneider ..... EF
The Coin Box—Norman M. Davis ..... NMD
The Conservative Advocate—William Rusher ..... UNP
The Constitution—Porter Williamson ..... MSC
The Consumer Wants To Know—Samuel P. Levine .. LEV
The Daily Crossword—Herb Ettenson, Editor .... CTN
The DeBrees—Kipp & Barsotti ..... LAT
The Dividing Line—Patrick J. Buchanan ..... NYT
The Dropouts—Howard Post ..... UFS
The Economy Today—Herbert Stein ..... UFS
The Eyes Have It—Al Goring ..... GOR
The Fashion Strip—Ethel Burge ..... BUR
The Fearless Spectator—Charles McCabe ..... CHR
*The Flop Family—George O. Swanson ..... KFS
The Formula—Norm Stark ..... UNP
*The Genius—Oldden ..... KFS
The Girls—Franklin Folger ..... FIE
*The Gossip Column—Robin Adams Sloan ..... KFS
The Good Earth—Mel Ellis ..... APN
The Good Word ..... CSP
The Green Thumb—George Abraham ..... TGT
The Green Thumb Question Box—George Abraham TGT
The Hawk—Rod Maxwell ..... PF
*The Heart of Juliet Jones—Stan Drake ..... KFS
The High Road to Business—Charles Rehns .... REH
The Home Game—Virginia Truax ..... MCN
The Home Photo Processor—D. J. Herda ..... BRK
The Home Team ..... SUB
The Illiterate Journal—S. Clem Payne ..... PAY
The Illustrated Bible ..... KFS
The Innocent Bystander—Arthur Hoppe ..... CHR
The Jewish Future—M. Jordan ..... INP
The Kaffee Klatsch Crowd—Jan Marshall ..... RBN
The Kids—Joe E. Buresch ..... JEB
*The Katzenjammer Kids—Joe Musial ..... KFS
The Last Christmas Show—Bob Hope ..... DDS
The Leisure Craftsman—Phyllis Fiarotta ..... KFS
The Lighter Side—Dick West ..... UPI
*The Little Woman—Don Tobin ..... KFS
*The Lockhorns—William P. Hoest ..... KFS
The Marriage Doctor—Joseph Trainer, M.D. ..... STT
The Market Day By Day—(Short Term Trend)—Chart by Carden ..... STO
The Mini Page—Betty Debnam ..... MSCF
The Mixer—Clarice Anders ..... AR
The Muckraker—Wally Burke ..... EXC
The Music Makers—Timothy Beckley ..... GLC
The New Etiquette—Maureen Reardon ..... UNP
The News Business—Charles B. Seib ..... WPW
The Now Society—William Hamilton ..... CHR
The Other Side—Dorothy Richey ..... RBN
The Outrider—Garry Wills ..... UNP
The Pen is Mightier Than the Couch—Patricia Lavin ..... LAV
The Peripatetic Puffer—Ed Crosby ..... MOD
The Pet Set—Doug & Jean Borgstedt ..... BOR
*The Phantom—Lee Falk and Seymour Barry .. KFS
The Philatelic Journalist ..... DET
The Phoenix Nest—Martin Levin ..... APN
The Poet of the People—Edgar A. Guest ..... WSS
The Political Animal—Joe Scott ..... OAK
The Private Life—Lawrence E. Lamb, M.D. .... NEA
The Progress Of Peoples—Barbara Ward ..... NCF
The Real Truth—Al Goring ..... GOR
The Ryatts—Jack Elrod ..... FIE
The Scene—Robert Edward Curtis ..... GSM
The Show-Off—Tom Ferrell and Lee Eisenberg .. UNP
The Shrewd Nude—John Milton Hagen ..... GNF
The Skies Today—Bailey R. Frank ..... SKI
The Small Society—Morrie Brickman ..... KFS
The Smith Family—Mr. & Mrs. George Smith .. MIL
The Sons of Liberty—Richard Lynn ..... LYN
The Spoiler—Stephen C. Graham and Kirk A. Luebrs ..... TFI
The Steering Column—Bob Cutter ..... THG
The Sunday Crossword—Herb Ettenson, Editor .. CTN
The Sunday Times Of London Service ..... KFS
The Tiny Times—B. T. Schorer, Jr. ..... TIN
The Traveler's World Column—Paul J. C. Friedlander ..... TTW
The Traveling Woman—Rosellen Callahan ..... EES
The Unexplained—Allen Spraggett ..... SUN
The Unknown In History—Thouret Pichel ..... CN
The Urban Gardener—Susan Mastro ..... MCN
The Week In Religion ..... RNS
The Wizard Of Id—Brant Parker/Johnny Hart .... FIE
The Wizard Of Id—Parker & Hart ..... MIL
The Wonderful World Of Animals—Frank Miller, D.V.M. ..... CHR
The Wonderful World Of Stamps—Gustav Detjen, Jr. DET
The World Of Books—Miskrit Tokada ..... RBN
The World Of Coins—Barbara White ..... NUM
The World Of Real Estate—Howard L. Shonting .. RER
The World Of Stars—William Otterburn-Hall ..... CHR
The Worry Clinic—Dr. George W. Crane ..... HPS
The Yardstick—Msgr. George G. Higgins ..... NCF
The Youthful View Point—Lester Rand ..... YOU
Theater Letter—Douglas Watt ..... CTN
Theater World ..... UPI
Theme Crossword ..... EF
There Oughta Be A Law—Whipple & Borth ..... UFS
These Days—John Chamberlain ..... KFS
These Great People—Gordon B. Greb ..... NSM
They Had A Dream—George Reasons & Sam Patrick LAT
*They'll Do It Everytime—Bob Dunn & Al Scaduto KFS
Things—Miv Schaaf ..... LAT
Things Your Mother Never Taught You . . . . Charlotte Slater ..... UNP
Thinking Slim—Jean Nidetch ..... SUB
This Day In History ..... KFS
This Funny World ..... MCN
This Is Sport—Court Alderson ..... SM
This Week In Astrology—Bernice Bede Osol & Elmarine Hanratty ..... NEA
Thornsby—Fred McLaren ..... NNS
Those Were The Days—Art Beeman ..... SM
Though For Food ..... CSP
Thoughts ..... NEA
Thoughts Of Man—William Summers and Jim Ivey . CTN
Through The Looking Glass ..... NPS
Thumb Nail Briefs—S. Clem Payne ..... PAY
Tickle Box—Ted Trogdon ..... HUH
Tiede/Washington Column—Tom Tiede ..... NEA
*Tiger—Bub Blake ..... KFS
*Tim Tyler's Luck—James R. Young ..... KFS
Time Of Your Life—Jack Smith ..... NNS
Time Out—Jeff Keate ..... FIE
Timeless Tidbits ..... AMW
Tips For Trips—Rosellen Callahan ..... EES
Tips On Tables—Ray Wilson ..... NEW
To Your Good Health—Dr. George C. Thosteson ... FIE
To Your Good Health—Dr. Thosteson ..... MIL
Tobe Says—Tobe ..... FIE
Today At The World—Jeffrey Barron ..... TOP
Today In Las Vegas—Joe Delaney ..... NEW
Today's Chuckle ..... LAT
Today's Crossword Puzzle ..... UFS
Today's Teens—Lester Rand ..... YOU
Today's Treasures—Jean Barnes ..... NEA
Today's TV Programs—Frances M. Knox ..... DIC
Today's Woman In Today's World—Dorothy Richey & Patricia Bosch ..... RBN
Today's World—David Brown ..... BRO
Tom Braden Report—Tom Braden ..... LAT
Tom Teepen Commentary—Tom Teepen ..... ASI
Tom-Tom—Linda Ford ..... WES
Tomfuelry—Tom Anderson ..... AMW
Tomorrow's Dollar—Ray Howard ..... CTN
Toonerville Trolley—Fontaine Fox ..... WIN
Top 20 Records ..... UPI
Top-Forty Forecast—Douglas & Keith Gilmore .... TEL
Toppix—Edwin Fisher ..... CTN
Trade Winds—Lou Schneider ..... NANA
Traditional Crafts—Judy Harper ..... NNS
Travel—Ida Fried ..... EPS
Travel—Murray Brown ..... UPI
Travel Along—The Bascomes ..... BA
Travel: America—D. J. Herda ..... BRK
Travel & Leisure—Bob Nesoff ..... GSM
Travel Box ..... NYT
Travel Facts—Landt & Lisl Dennis ..... PFI
Travel Log—Dave Goodwin ..... GWN
Travel Log—Richard Joseph ..... CTN
Travel News & Notes—George G. White ..... FEA
Travel Talk—Dorothy Richey ..... RDN
Travel Tips ..... IMN
Travel Tips—Paulette Cooper ..... INP
Travel-Tourism—David Horowitz ..... WUP
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TV Computog Service ..... TVC
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U

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V

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W

W ..... FA
Wagner Editorial Column—Philip Wagner ..... WAG
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Y

Yankee Doodles ..... LAT
Year In Religion ..... RNS
Yogi Bear—Hanna-Barbera Productions ..... MCN
Yost Column—Ambassador Charles W. Yost ..... FRY
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Your World Tomorrow ..... NYT
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Z

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Zodiyaks—John Prinkey ..... FSF
Zschiesche's Editorial Cartoons—Robert D. Zschiesche ..... KFS
Zwischenzug—Albaugh/Kaufman ..... PIL

SYNDICATED FEATURES LISTED BY AUTHORS, ARTISTS

A

Abraham, George—The Green Thumb Question Box ..... TGT
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Adam, Bob—Dr. Aha ..... WIN
Adams, Anne—Dress Pattern Features ..... KFS
Adams, Bruce T.—Political Analysis ..... BIS
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Adams, Sally & Jim—Get Your $ Worth ..... MCN
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Alderson, Court—This is Sport ..... SM
Alexander, Don—Humoresque ..... ARU
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Alexander, Holmes—Holmes Alexander Column ..... MCN
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Alfaro—Spanish Crossword Puzzle ..... KFS
Allen, David H.—Making Tracks ..... WTF
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Allen, Robert—Star Gazing ..... STG
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Alsop, Joseph—Alsop Specials ..... LAT
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Amory, Cleveland—Animail ..... CTN
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Anders, Clarice—The Mixer ..... AR
Anders, Ronald—Coin Notes ..... AR
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Anderson, Pat—Pun-Kins ..... AND
Anderson, Pat—Cap'n Kadd ..... AND
Anderson, Tom—Straight Talk ..... AMW
Anderson, Tom—Tomfuelry ..... AMW
Andriola, Alfred—Kerry Drake ..... FIE
Anthony, George—George Anthony ..... SUN
Anthony, Noel—Continental Diary ..... NANA
Appleton, Jerry—TVQ ..... TSS
Argus, Robert—Sounds Of Seventies ..... SUN
Armstrong, Robert—It's Your Life ..... MCN
Arnold, Henri & Bill Lee—Junior Jumble ..... CTN
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Arnold, Jud—Green Talk ..... CWF
Arnold, Russ—Nothing But the Truth ..... SM
Arriola, Gus—Gordo ..... UFS
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Ascher, Sidney—Arnold The World ..... ASC
Ashley, Anne—How Can I??? ..... WLG
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Ashmore, Harry S.—Ashmore Column ..... LAT
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Austin, John—Television Inside ..... HIS
Austin, Norman—Freighter Travel ..... HIS
Auth, Tony—Editorial Cartoon ..... CTN

B

Bach & Goldberg—Creative Aggression ..... DDS
Bach, Mickey—Word-A-Day ..... FIE
Bachman, Marcy—Frankly Female ..... OAK
Bachrach, Bert—Now See Here! ..... KFS
Bacon, James—Hollywood Hotline ..... NANA
Bacue, Don—Cross County Trails ..... BRK
Bacue, Don—Sportsaction ..... BRK
Bacue, Don—Wilderness Camping ..... BRK
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Bain, George—London Report ..... TSS
Baker, Bill—House Of Ideas ..... LAT
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Baker, Harry—Antiques In America ..... TPJ
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Ball, Hal—Inflation Beaters ..... RPS
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Barachi, Norma—Cooking Column ..... JTA
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Barbera-Hanna Productions—Yogi Bear ..... MCN
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Bartlett, Charles—News Focus ..... FIE
Barry, Dan—Flash Gordon ..... KFS

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Basch, Buddy—Help Police! ..... BAS
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Bascomes, The—Along The Food Trail ..... BA
Bascomes, The—Along The Wine Trail ..... BA
Bascomes, The—Travel Along ..... BA
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Baum, Herman—House Doctor ..... RTS
Beale, Betty—Betty Beale's Washington Letter .. FIE
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Beard, James A.—Beard on Food ..... WSS
Beard, Ned—Ned Beard Editorial Panel ..... MCN
Beaudoin, Mike—Green & Grassy ..... BEA
Beck, Marilyn—Marilyn Beck's Hollywood ..... NYT
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Beckley, Timothy—Celebrity Showcase ..... GLC
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Belmont, Trixie—Ladies First ..... WNS
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Berle, Gustav—What's New In The World of Travel BER
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Look . . . and Feel Your Best ..... RBN
Bernstein, Theodore M.—Bernstein on Words .... NYT
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Bianchi, John & Shaw, Ken—Bush League ..... LAT
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Birmingham, Lloyd—Handy Family ..... LAT
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Bowman, Bob—Flashback on Canada ..... SUN
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C

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Chess, Stan—Ask Dr. Bicycle ..... CTN
Childress, James—Conchy ..... FIE
Cheshire, Maxine—V.I.P. ..... LAT
Childs, Marquis—Washington Calling ..... UFS
Christian, Michelle—Fun In The Kitchen ..... RBN
Christianson, David—Personality Sketches ..... TSS
Christy, Marian—Life Style ..... UFS
Church, Ruth Ellen—All About Wine ..... CTN
Churchill, Jackie—Confide In Jackie Churchill .... QUE
Claire, Aileen—Food For Americans ..... NEA
Clark, Bob—Our Western Heritage ..... BRK
Clark, Bob—Tales Of The Unknown ..... BRK
Clark, Frank—Country Parson ..... RTS
Claus, Frank—Tenpin Tips ..... GFC
Cleary, Dennis—Flower Magic ..... DEN
Cleary, Dennis—Men of Independence ..... DEN
Cleary, Dennis—The Signers of 1776 ..... DEN
Clift, John—City Editor's Tip Service ..... LAT
Clift, John—TV Tip Service ..... LAT
Coan, Nonnee—Small Fry Diary ..... COA
Coan, Nonnee—Shredded Wit ..... COA
Cobb, Hubbard—Fix It Yourself ..... WSS
Cobb, Ron—Ron Cobb Editorial Cartoons ..... SAW
Coffman, Ramon—Uncle Ray's Column ..... FIE
Cohen, Haskell—Jews in Sports ..... JTA
Coleman, Lester, Dr.—Speaking of Your Health .. KFS
Collins, Bud—Bud Collins On Tennis ..... CTN
Collins, Tom—Golden Years ..... LAT
Coltin, Wendell—It's Your Money ..... LAT
Colvin, Neville—Sensations of Sport ..... ITP
Conlon, Michael J.—Buyer's Billboard ..... UPI
Connolly, Bruce—Film Clips ..... BIS
Connors, Jimmy—Jimmy Connors Says ..... MCN
Conrad, Paul—Conrad Cartoons ..... LAT
Considine, B. B.—Prizeweek Crossword ..... DWL
Considine, Bob—On the Line ..... KFS
Conwell, John—Mirror Of Your Mind ..... KFS
Cooper, Julius—Boating ..... NNS
Cooper, Nina—Crossword Puzzel ..... APN
Cooper, Paulette—Travel Tips ..... INP
Corbett, Mary Ellen—Feminist Q. & A. ..... COS
Corey, Ben—Let's Make ..... HAR
Corey, Ben—Teen Scene ..... HAR
Corn, Ira G., Jr.—The Aces ..... UFS
Cornelius & Morgenson—Moco ..... LAT
Cottin, Lou/Blumenfeld, Harold—Growing Older .. NEA
Coulouris, George—Coulouris ..... MCF
Cousins, Norman—Cousins Column ..... LAT
Cox, Sam—Dry Gulch ..... WES
Cramer, Polly—Polly's Pointers ..... NEA
Cramer, Polly—Patterns & Pointers ..... NEA
Crane, Dr. George W.—Dr. Crane's Quiz ..... HPS
Crane, Dr. George W.—The Worry Clinic ..... HPS
Crane, Roy—Buz Sawyer ..... KFS
Craver, Suzanne—Crossword Puzzle ..... AND
Crawford, Bill—Crawford's Cartoons ..... NEA
Crawford, Judy—Skiing ..... TSS
Crean, Katy—Your Dreams ..... CTN
Creed, George E.—It's Your Landscape ..... FIE
Cromie, Bill—Behavior ..... ESN
Cromley, Ray—Cromley/Washington Column ..... NEA
Crook, William G., M.D.—Child Care ..... LAT
Crooks, Bill, Jim Lawrence—Captain Easy ..... NEA
Crosby, Ed—The Peripatetic Puffer ..... MOD
Crosby, Joan—TV Scout ..... EF
Crump, Joe—Low Down From The Congressional
Record ..... CRU
Crymes, Mary Furey—Jolly Green Thumb ..... SUB
Cuneo, Ernest—National Whirligig ..... NANA
Cunningham, Joe—Junior Editors ..... APN
Curtis, Dr. Lindsay R.—For Women Only ..... NNS
Curtis, Robert Edward—The Scene ..... GSM
Cutter, Robert A.—Moto Sports ..... THG
Cutter, Bob—The Steering Column ..... THG

D

Dale, Fred—Gardening ..... TSS
Daley, Joe & Hurb, Larry—Ad Libs ..... LAT
Dallis, Dr. N. P. and Harold Le Doux—
Judge Parker ..... FIE
Dallis, Dr. N. P. & Frank Edgington/Marvin P.
Bradley—Rex Morgan, M.D. ..... FIE
Dameans, The—Life In Music ..... NCF
Damis, Dr. A. W.—Your Week Ahead ..... CSP-MIL
Dana, Bob—Bob Dana On Wines ..... NEW
Dana, Margaret—Before You Buy ..... UFS
Dana, Margaret—Consumer's Question-Box ..... UFS
Daniels, Mary—A Woman's Accent ..... CTN
Dara, Perry—Tennis Time ..... WOR
Darcy, Tom—Darcy Cartoons ..... LAT
David & Ellie—Teenage Corner ..... TEE
Davies, Frederic—Meet The Stars ..... ITP
Davies, Stan—Boating ..... TSS
Davies, Stan—Snowmobiling ..... TSS
Davis, Norm—N-Vironment ..... NMD
Davis, Norman M.—The Coin Box ..... NMD
Debnam, Betty—The Mini Page ..... MSCF
Degagne, Father Henri—Natural French ..... BOM
Delaney, Joe—Today In Las Vegas ..... NEW
Delaplane, Stan—Around The World ..... CHR
Deleplane, Stan—Postcards ..... CHR
de Havilland, R.—Videa 1000 ..... WWI
Dellale, Dina—Beauty Hints ..... EPS
Dellale, Dina—Fashions ..... EPS
Dellale, Dina—Women's Pages ..... EPS
Denhoff, Alice—Food for Thought ..... KFS
Dennis, Frank—Coin-Stamp-Medals ..... SPA
Dennis, Landt & Lisl—Travel Facts ..... PFI
de Santis, Florence—Fashion, Face and Figure .... UFS
Detjen, Gustav, Jr.—The Wonderful World of
Stamps ..... DET
Detjen, Gustav, Jr.—Philatelic News ..... DET
Diamond, Nina—Laughing on the Outside ..... DIA
Diamond, Nina—Profiles & Places ..... DIA
Dick, Cappy—Cappy Dick ..... FIE
Dick, Cappy—Young Hobby Club ..... FIE
Dickenson, Fred and John Prentice—Rip Kirby .. KFS
Dicky, Tricky—Wordy Gurdy ..... MIL
Didato, Ph.D., S.V.—Behavior Behind The News .. DID
Didato, Ph.D., S.V.—Behavior & Business ..... DID

Didato, Ph.D., S.V.—Why You Behave That Way .. DID
Dietrich, Frances—Fascinating Fabrics ..... MCN
Dietz, Susan—Singles ..... LAT
D'Imperio, Dan—Flea Market Finds ..... STT
DiPreta, Tony—Poe Palooka ..... MCN
Dirks, John—Captain and The Kids ..... UFS
Disney, Walt—Christmas Strip ..... KFS
Disney, Walt—Donald Duck ..... KFS
Disney, Walt—Mickey Mouse ..... KFS
Disney, Walt—Scamp ..... KFS
Disney, Walt—Treasury of Classic Tales ..... KFS
Dixon, Jeane—Jeane Dixon Predictions ..... CTN
Dixon, Jeane—Jeane Dixon Horoscope ..... CTN
Dodd, Ed—Mark Trail ..... FIE
Dodd, Ed—Mark Trail's Outdoor Tips ..... FIE
Dodge, Fred—Candle & Mirror ..... MM
Dodge, Fred—Monthly Mention ..... MM
Dodge, Fred—60 Second Sermons ..... MM
Donald, John—Confessions of A War Baby ..... TAG
Donato, Andy—Daily Donato ..... SUN
Donato, Andy—Weekly Donato ..... SUN
Dorfman, John—Making Ends Meet ..... APN
Douglas, Colin—Meditation ..... WLG
Douglas, Don—Brain Twisters ..... WLG
Douglass, Elisha—Strength For The Day ..... CF
Douglass, Elisha—Sunday School Lesson ..... CF
Dowd, Merle—Managing Your Family's Money .... RTS
Drake, Frances—Your Individual Horoscope ..... KFS
Drake, Stan—The Heart of Juliet Jones ..... KFS
Drogin, Marc—Book Reviews Column ..... DRO
Drummond, Roscoe—Roscoe Drummond Column .. LAT
DuBrin, Dr. Andrew J.—Womes In Transition .... CIT
Du Broff, Sidney—Short Story ..... GPL
Du Broff, Sidney—Walking Around ..... GPL
Dunagin, Ralph—Dunagin's People ..... FIE
Dunckelmann, Ed—Spirit of '76 ..... INF
Dunkel, Courtney—Draw Your Own Conclusion .... WSS
Dunkel, Dick—Dick Dunkel's College Basketball Ratings ..... DSR
Dunkel, Dick—Dick Dunkel's College Football Ratings ..... DSR
Dunn, Bob and Hy Eisman—Little Iodine ..... KFS
Dunn, Bob & Scaduto, Al—They'll Do It Everytime KFS
Dunnell, Milt—Milt Dunnell ..... TSS
Durslag, Melvin—Durslag Sports Column ..... KFS
Duveyoung, Edward—Unigrams ..... ITP

E

Eaker, Lt. Gen. Ira C.—National Security Affairs .. LAT
Eastman, Dave—Carmichael ..... LAT
Eccles, Tony—Homes Canada ..... SUN
Edgington, Frank & Dr. N. P. Dallis/Marvin P. Bradley—Rex Morgan, M.D. ..... FIE
Edman, Lou—Lou Edman Describes ..... EDM
Eisenberg, Harry—Middle East Outlook— ..... RAD
Eisenberg, Lee, Ferrell, Tom—The Show Off .... UNP
Eisman, Hy & Bob Dunn—Little Iodine ..... KFS
Eisner, Will—Odd Facts ..... RTS
Elderman, Roy—Elderman ..... MCF
Ellie & David—Teenage Corner ..... TEE
Ellingson, Steve—Patterns For Better Living ..... UB
Ellingson, Steve—U-Bild It ..... UB
Ellis, Mel—The Good Earth ..... APN
Ellis, Merle—The Butcher ..... CHR
Elrod, Jack—The Ryatts ..... FIE
Engleman, Earl—Dot To Dot ..... BPS
Engleman, Earl—Just For You ..... BPS
English, Sandal & Pritch—Gourmet On A Budget . ENG
Eridani—Astrology Column ..... ERI
Ernst, Ken & Allen & John Saunders—Mary Worth FIE
Esar, Evan—Comic Dictionary ..... RTS
Escourido, Joe—Colonial Capers ..... UFS
Esse, Dr. Peter J.—You And Your Health ..... MCN
Estes, Hiawatha—We Like This Plan Because .. EST
Estes, James—Classy Ads ..... STT
Ettesson, Herb, Editor—The Daily Crossword .... CTN
Ettenson, Herb, Editor—The Sunday Crossword .. CTN
Evans, Larry—Evans on Chess ..... CHE
Evans, M. Stanton—Evans Column ..... LAT
Evans, Rowland & Robert Novak—Inside Report .. FIE

F

Fain, Jim—Jim Fain Column ..... ASI
Fairfield, Flash—Show Biz ..... NEA
Falk, Lee and Fred Fredericks—Mandrake The Magician ..... KFS
Falk, Lee and Seymour Barry—The Phantom .... KFS
Falkner, Dr. Frank—Young and Healthy ..... LAT
Farmer, Eunice—Sew Simple ..... RTS
Farrar, Margaret—Los Angeles Times Cross Words LAT
Farris—Farris Wheel ..... BPS
Farris, Joanne—Life Begins At 40 ..... MCN
Faulkner, Max—On The Fairway ..... ITP
Fawcette, Gene—Our New Age ..... FIE
Feiffer, Jules—Feiffer ..... FIE
Fellows, Pat—Your Money ..... TSS
Fern, J.—Modern Bridge ..... BPS
Fernandez, Genevieve—Interior Decorating ..... UFS
Fernando, Juan—Latinamerican Photos ..... AMU
Ferrell, Tom, Eisenberg, Lee—The Show-Off ..... UNP
Fesperman, Tom—Otherwise ..... EF
Fett, Georne—Norbert ..... UFS
Fiarotta, Phyllis—The Leisure Craftsman ..... KFS
Ficklen, Herc—Editorial Cartoons ..... AVA
Ficklen, Herc—Lonely Heart ..... AVA
Ficklen, Herc—Out of Orbit ..... AVA
Fiebig, Jim—Mark My Words ..... LAT
Field, Cathy Post—Celebrity Parade ..... SUB
Finley, Art—Art's Gallery ..... CHR
Finletter, J.—Miracle Gardening ..... BPS
Finletter, June—Star Interviews ..... BPS
Finn, Ed—Labor Report ..... TSS
Fischer, Ed—Ed Fischer Editorial Panel ..... MCN
Fischetti—Fischetti ..... MIL
Fischetti, John—Fischetti ..... FIE
Fischler, Stan—Inside Hockey ..... TSS
Fisher, Douglas—Douglas Fisher Column ..... SUN
Fisher, Edwin—Toppix ..... CTN
Fisher, James—Farm Reports ..... NANA
Fitch, Jack—Ringaround Word Games ..... OPS
Flattau, Edward & Stansbury, Jeff—Our Environment ..... LAT
Flavia—Me ..... LAT
Foley, B.—Airhawk ..... BPS
Folger, Franklin—The Girls ..... FIE
Ford, Linda—Pathfinder ..... WES
Ford, Linda—Tom-Tom ..... WES
Ford, Stephen—Sounds ..... NEA
Foster, Hal—Prince Valiant ..... KFS
Fox, Dr. Michael—Ask Your Vet ..... CTN
Fox, Fontaine—Toonerville Trolley ..... WIN
Fox, Gill—Side Glances ..... NEA
Fox, Rabbi S. J.—Jewish Quiz Box ..... JTA
Frank, Bailey R.—The Skies Today ..... SKI
Fredericks, Donald—Queen's Park Roundup ..... SUN
Fredericks, Fred & Lee Falk—Mandrake The Magician ..... KFS
Fried, Ida—Automotive ..... EPS
Fried, Ida—Boating ..... EPS
Fried, Ida—Children ..... EPS
Fried, Ida—Household ..... EPS
Fried, Ida—Travel ..... EPS
Friedlander, Paul J. C.—The Traveler's World Column ..... TTW
Fritchey, Clayton—Fritchey Column ..... LAT
Frye, William R.—The World in Focus ..... FRY
Fulford, Robert—The Arts ..... TSS
Furguson, Ernest B. (Pat)—By No Means Neutral LAT

G

Gaiser, Carl—Parade Of Homes ..... HOM
Gallob, Ben—American News Report ..... JTA
Gallup, Dr. George—Gallup Poll ..... FIE
Galton, L.—More For Your Money ..... WSS
Gamble, Ed—Gamble Cartoons ..... RTS
Gardner, Marilyn & Hy—Glad You Asked That .. PHS
Garrison, Omar V.—Our Vanishing Liberties ..... SPE
Gatzly, George—Healthcliff ..... MCN
Gates, Art—Short, Short Stories ..... GF
Gauerke, Mary—Alumnae ..... RTS
Gauerke, Mary—Gullivers/Innocence Abroad ..... WSS
Gayn, Mark—Asian Report ..... TSS
Geller, Uri—Uri Geller Column ..... MCN
Gelman, Bernard—Off The Beaten Track ..... GEL
Gerard, Dave—Citizen Smith Daily ..... RTS
Germano, Eddie—Sporteaser ..... CF
Geyer, Georgie Anne—Georgie Anne Geyer Column LAT
Getterman, Orla—Ginger ..... UFS
Gibbons, Barbara—Slim Gourmet ..... UFS
Gilbert, Anne—Antiques & Stuff ..... NNS
Gill, Robert—Sugar ..... CFI
Gillespie, Robert, Ed.—Washington Post Crosswords LAT
Gilmore, Douglas & Keith—The Gilmore Brothers—Music-Scene ..... TEL
Gilmore, Douglas—The Gilmore Brothers Top-Forty Forecast ..... TEL
Gilmore, John C.—Community Club Awards ..... CCA
Gilmore, John C.—Mr. Club Woman ..... CCA
Gilmour, Clyde—On Movies ..... TSS
Gimlin, Hoyt—Editorial Research Reports ..... EDR
Ginnings, Daphne—Needlepointers ..... UNP
Ginott, Alice Dr.—Between Us ..... KFS
Gladstone, Bernard—Home Improvement ..... NYT
Glass, Charles—Fortune Kookies ..... CTN
Glasser, Selma—Glasserfied Directory ..... GLA
Glasser, Selma—Glasser Guide To Filler Writing .. GLA
Glasser, Selma—$50 An Idea, Why Not ..... GLA
Gleeson, Fannie—Fashion And Fabrics ..... MCN
Godfrey, Charles—Honeybunch ..... FIE
Gold, Anita—All About Antiques ..... UFS
Goldberg & Bach—Creative Aggression ..... DDS
Goldstein, Lee—Lee Goldstein ..... WNS
Goldwater, Sen. Barry—Sen. Barry Goldwater Column ..... LAT
Goodman Jr., Henry Gaines—Honeydew ..... GOJ
Goodwin, Archie and Williamson, Al—Secret Agent Corrigan ..... KFS
Goodwin, Dave—Insurance For Consumers ..... GWN
Goodwin, Dave—Money Matters ..... GWN
Goodwin, Dave—Travel Log ..... GWN
Gordon, A. C.—Crossword Puzzle ..... WLG
Gordon, A. C.—Fortune Teller ..... WLG
Gordon, A. C.—Look and Learn ..... WLG
Gordon, A. C.—Solve-A-Crime ..... WLG
Gordon, C.—Home Repairs ..... BPS
Gordon, C.—Daily And Weekly Crosswords ..... OPS
Gordon, Lynne—Consumers Beware ..... SUN
Gordon, W. L.—Lesson in English ..... WLG
Gordon, W. L.—Read and Remember ..... WLG
Goren, Charles & Sharif, Omar—Goren On Bridge . CTN
Goring, Al—The Real Truth ..... GOR
Goring, Al—Flip Art ..... GOR
Goring, Al—The Eyes Have It ..... GOR
Goring, Ruth—Flora ..... GOR
Gould, Chester—Dick Tracy ..... CTN
Gould, Maurice M.—Coin Roundup ..... LAT
Grady, Joan—Fashions ..... ASC
Graham, Alex—Fred Basset ..... FIE
Graham, Billy—My Answer ..... CTN
Grandy, Edwin T.—New Looks Are For New Books ..... GNF
Grandy, Edwin T.—Wondrous World of Women .. GNF
Grant, Lou—Grant Cartoons ..... LAT
Graue, Dave—Alley Oop ..... NEA
Gray, Harold—Little Orphan Annie ..... CTN
Graysmith, Robert—Graysmith ..... CHR
Greb, Gordon B.—Birthday Quiz ..... NSM
Greb, Gordon B.—These Great People ..... NSM
Greely, Andrew—People and Values ..... UNP
Green, Arthur—How To Business Articles ..... GRE
Green, Arthur S.—Pinup Photos ..... GRE
Green, Ted—Main Street ..... PWF
Greene, Vivian—Kisses ..... NNS
Greenwood, Nat—Belvedere ..... FIE
Gregory, Mike—Editorial Cartoon ..... SUB
Grier, Myrna—Book World ..... ITP
Griffith, Bill—Feature Story ..... GRF
Grossi, Alfredo and Jose Salinas—Gunner ..... KFS
Grove, Kim—Love Is ..... LAT
Group X—200 Years Ago ..... FIE
Guarino, Charles E.—What's In Your Name? ..... AD
Guest, Edgar A.—The Poet of the People ..... WSS
Gwyn, Richard—Ottawa Report ..... TSS

H

Haber, Joyce—Joyce Haber Column ..... LAT
Hachel, Ali—Brain Teasers ..... OPS
Hagen, John Milton—I Am In Iambics ..... GNF
Hagen, John Milton—The Shrewd Nude ..... GNF
Haggerty, Sandra—On Being Black ..... LAT
Halasz, Louis—Dateline: U.N. ..... NANA
Hale, Dale—Figments ..... LAT
Hale, Meg—Past Sixty ..... HAL
Hall, G., Bryant, G.—Bryant/Hall Travel ..... TSS
Hall-Otterburn, William—The World of Stars .... CHR
Hallmark—Charmers ..... FIE
Hamilton, Grace—An Americanist Viewpoint .... AMW
Hamilton, William—The Now Society ..... CHR
Hamlin, Paul—Men's Wear ..... SPS
Hamlin, Paul—Spadea Hair Styles ..... SPS
Hamlin, Paul—What Next ..... SPS
Hamm, Jack—Living Scriptures ..... SM
Hammer, Rose Irene—Mom's Lunch Break ..... STH
Hammond, Dorothy—Antique Wise ..... CF
Hanaver, Joan—Best Sellers ..... UPI
Hample, Stuart—Children's Letters ..... KFS
Hanan, Harry—Louie ..... CTN
Hancock, Mal—Lumpits ..... WSS
Hancock, Mal—Foster Fenwick ..... WSS
Hankey, Billy—Coral Corner ..... MCF
Hankey, Dr. Clarke ..... MCF
Hanna-Barbera Productions—Flintstones ..... MCN
Hanna-Barbera Productions—Yogi Bear ..... MCN
Hanratty, Elmarine & Bernice Bede Osol—This Week In Astrology ..... NEA
Hansen, Pete—Lolly ..... CTN
Hardy, Chuck—Sports Talk ..... MCN
Harper—Et Tu ..... LAT
Harper, Dr. Howard V.—Days and Customs of All Faiths ..... LAT
Harper, Judy—Traditional Crafts ..... NNS
Harper, Norma R.—Lifestyle ..... HAC
Harper, W. L.—Super Kat ..... PAL
Harris, Clifford—Occupant ..... KFS
Harris, Dick—How To Be A Supermother ..... HAA
Harris, Dick—How To Take The Fun Out Of Driving ..... HAA
Harris, Dick—How To Take The Fun Out Of Golf HAA
Harris, Louis—Harris Survey ..... CTN
Harris, Sydney J.—Strictly Personal ..... FIE
Hart, Harriet—Free For The Asking ..... CWF
Hart, Johnny—B.C. ..... FIE
Hart, Johnny & Brant Parker—The Wizard of Id .. FIE
Hart & Parker—The Wizard of Id ..... MIL
Hartman, Iris—Women's World ..... WNS
Harvey, Paul—Paul Harvey News ..... LAT
Harvey, Steve—Bottom Ten ..... UNP
Hasen, Irwin—Dondi ..... CTN
Hausman, Jim—When I Was a Boy ..... CTN
Hayakawa, S. I.—Hayakawa Column ..... RTS
Haynie, Hugh—Haynie Cartoons ..... LAT
Hearn, John—Collector's Item ..... TSS
Heimdahl, Ralph & Al Stoffel—Bugs Bunny ..... NEA
Heinl, Col. Robert D.—Of Arms And Men ..... NANA
Helle, Ray—Bible/Crostic ..... HEL
Hellyer, Paul—Paul Hellyer ..... SUN
Hempstone, Smith—Our Times ..... HEM
Hendin, David—The Medical Consumer ..... ESN
Hendrickson, Jr., Walter B.—Science in the News AUN
Hendron, Ron—In Washington ..... LAT
Henrikson, Arthur A.—Henrikson Illinois Cartoon Service ..... HEN
Henniger, Paul—Shows To Watch (T.V.) ..... LAT
Herda, D. J.—Midwestern Backpacker ..... BRK
Herda, D. J.—Modern Racing Oddities ..... BRK
Herda, D. J.—The Home Photo Processor ..... BRK
Herda, D. J.—Travel: America ..... BRK
Hermes—Travel with Hermes ..... NEW
Herschensohn, M.D., H. L.—Medical Memos ..... LAT
Herskowitz, Mickey & Perkins, Steve—Sports Hot Line ..... UNP
Hess, Erwin—Good Old Days Antiques Fair ..... UFS
Hess, Katie—Old Fashioned Thrift ..... RTS
Hesse, Don—Cartoons ..... LAT
Higgins, Msgr. George G.—The Yardstick ..... NCF
Hightower, Paul—Senior Forum ..... LAT
Hill, Frank—Short Ribs ..... NEA
Hindman, Jo—Metro News ..... HIN
Hite, Ray—Let's Talk About Your Car ..... ECS
Hodgins, Dick, Sr.—Editorial Cartoon ..... SM
Hoest, William P.—Lockhorns, The ..... KFS
Hoff, Syd—Laugh It Off— ..... KFS
Hoffman, Peter—Jeff Cobb ..... LAT
Hogan, Mark—Trivia I.Q. ..... CF
Hoge, Tom—Background Maps ..... APN
Holberg, Joe—Mumblin' Joe ..... RBN
Holberg, Betty—Country Sunshine ..... RBN
Holland, Hal—Living End ..... SM
Hollenbeck, Ralph—Parade of Books ..... KFS
Holley, Lee—Ponytail ..... KFS
Holm, John R.—Woody's World ..... NNS
Holzer, Hans—Motion Pictures ..... EPS
Holzer, Hans—Books ..... EPS
Honig, Ana—Health and Science ..... WNS

Hoover, Kerwin—Home Town Flavor ..... HTF
Hoover, Kerwin—Grass Roots Clippings ..... HTF
Hope, Bob—The Last Christmas ..... DDS
Hoppe, Arthur—The Innocent Bystander ..... CHR
Horowitz, David & D. Benarone—Book Reviews ... WUP
Horowitz, David—Behind The Scenes At The United Nations ..... WUP
Horowitz, David—Travel-Tourism ..... WUP
Howard, Ray—Tomorrow's Dollar ..... CTN
Hubbard, Kim—Abe Martin ..... NNS
Huglin, Henry—Affairs of Nations ..... HUG
Humphreys, Harry—Ideas, Issues & Insights ..... PUB
Hunter, J. A. H.—Fun With Figures ..... SUN
Hurb, Larry & Daley, Joe—Ad Libs ..... LAT
Hurd, Judd and M. Petti, M.D.—Health Capsules UFS
Hutch—Hutch at Random ..... AND

I

Iger, Jerry—Pee Wee ..... PF
Iger, S. M.—Bobby ..... PF
Inlander, Maxine—Maxine ..... NNS
Interlandi, Frank—Interlandi Cartoons ..... LAT
Interlandi, Phil—Queenie ..... KFS
Irvin, Robert W.—Driver's Seat .....NANA
Isbell, Tom—Friends And Romans ..... CFI
Ishmael, Woodi—Power of Faith ..... APN
Ivey, Jim & Summers, William—Thoughts of Man ..... CTN

J

Jackson, Rev. Jesse L.—Jesse Jackson's Observations ..... BLP
Jacobs, Jesse—Kids Korner ..... MCN
James, Fred—Captain Fred's Ozone Patrol ..... MOD
James, Jim—Press Passing ..... JDL
Jacoby, Oswald & Jim -Win At Bridge ..... NEA
James, Lee—Sports Scene ..... SA
Janeway, Eliot—Janeway Economic Service ..... CTN
Janeway, Jim—Peon Romeo ..... WIN
Jarvis, J.—Did You Know? ..... CSP
Jermyn, Ann & George Adams—Home ..... DHJ
Jocelow, Froma & Warshaver, Richard—Economics for the Perplexed ..... LAT
Johnson, Ferd—Moon Mullins ..... CTN
Jones, Jenkin Lloyd—Jones Column ..... LAT
Jones, Ralston and Frank Ridgeway—Mr. Abernathy KFS
Jones, T. Q.—Turn of The Wheel ..... CFI
Jones, Yardley—Editorial Cartoons ..... CWF
Jordan, M.—The Jewish Future ..... INP
Jorgenson, Bruce—Editorial Cartoons ..... IND
Joseph, Richard—Travel Log ..... CTN
Joseph, Thomas—Crossword Puzzle with Cryptoquotes ..... KFS
Juster, Harry—Look Smart ..... RTS

K

Kahn, J. Kesner—Pros & Kahns ..... AMW
Kaliff, Joe—Broadway Karikatures ..... AMF
Kaliff, Joe—It's A Cockeyed World ..... AMF
Kaliff, Joe—Karikature Karnival ..... AMF
Kaliff, Joe—Magic Carpet Over Broadway ..... AMF
Kalker, Phil—Over Broadway and Hollywood ..... AEW
Kalker, Phil—Portrait of A Athlete ..... AEW
Kalker, Phil—Reviewing The New Movies ..... AEW
Kalker, Phil—Reviewing The New Sport Books ... AEW
Kalker, Phil—What's Doing in Sports ..... AEW
Kalker, Phil—Reviewing The New Film Books .... AEW
Kantar, Edwin—Bridge With Kantar ..... CFI
Kanter, Penny—Wizard Word ..... CTN
Kapel, Dr. Saul—Growth, Conflict and Hangups .. CTN
Karch, R. Randolph—Do It Yourself ..... KAR
Karnow, Stanley—Interpretive Report/World View . RTS
Karpin, Fred L.—Karpin on Bridge ..... CTN
Kaufman, Hal—Junior Whirl ..... KFS
Kaufman/Albaugh—Zwischenzug ..... PIL
Kavanagh-Camp, Fletcher—Bringing Up Father ... KFS
Keane, Bil—Channel Chuckles Daily ..... RTS
Keane, Bil—Family Circus Daily ..... RTS
Keane, Bil—Family Circus Page ..... RTS
Keane, Bil—Family Circus Weekend ..... RTS
Kealser, John— By George! ..... UFS
Keasler, John—John Keasler Column ..... MCN
Keate, Jeff—Time Out ..... FIE
Keller, Reamer—Medicare ..... FIE
Kelley, Wayne—Congressional Quarterly Service ... .CQ
Kelly, Sandra—Sew What's New ..... UNP
Kerlan, Dr. Robert K.—How To Keep Fit ..... CTN
Ketcham, Hank—Dennis The Menace ..... FIE
Ketchum—Winter Soldiers ..... DDS
Key, Ted—Hazel ..... KFS
Kilgore, Al—TV Starscreen ..... UFS
Killy, Jean-Claude—Skiing With Killy ..... NNS
Kilpatrick, James J.—A Conservative View ..... WSS
King, Billy Jean—Tennis Is King! ..... CHR-NNS
Kinsolving, Rev. Lester—Inside Religion ..... NNS
Kinsolving, Rev. Lester—Our Man In The White House ..... NNS
Kipp & Barsotti—The DeBrees ..... LAT
Kirk, L. & N.—Detectogram ..... KIR
Kirk, Norman A.—A Poet's View ..... KIR
Kirk, Russell—Kirk Column ..... LAT
Kirkpatrick, Dr. John—Altar Stairs ..... HPS
Kitman, Marvin—Marvin Kitman Show ..... LAT
Klein, Samuel, Dr. SC—Health Science News .... RTV
Kleiner, Dick—Ask Dick Kleiner ..... NEA
Kleiner, Dick—Dick Kleiner/Hollywood ..... NEA
Klein, Fred W.—Motor Talk ..... CAP
Klotz, Neil—Con-Pro ..... CPS
Knapp, Richard—Star Story ..... ESN
Knight, Jacqueline—Solunar Tables ..... RTS
Knox, Frances M.—Today's TV Programs ..... DIC
Knox, Frances M.—Movies & Sports on TV ..... DIC
Knox, Frances M.—Video Everyday ..... DIC
Knox, Frances M.—Video Everyweek ..... DIC
Knox, Frances M.—T.V. Preview ..... DIC
Knox, Frances M.—View ..... DIC
Knudsen, Don—Elmer Stoon ..... SIE
Knudson, George—Golf Tips ..... SUN
Koch, Joanne & Lew—Coping ..... NEA
Kohler, Frank—Skillet Club ..... LAT
Kohlmeier, Louis M.—Kohlmeier Column ..... CTN
Koltanowski, George—Chess Master ..... GG
Kordel, Lelord—Eat & Grow Younger ..... SPE
Kordel, Lelord—Feel Young Again ..... SPE
Kordel, Lelord—Eat Your Troubles Away ..... SPE
Kordel, Lelord—Eat Up & Slim Down ..... SPE
Kordel, Lelord—Let's Live Longer ..... SPE
Kordel, Lelord—Make People Like You ..... SPE
Kordel, Lelord—Stay Alive Longer ..... SPE
Kotzky, Alex—Apartment 3-G ..... FIE
Koval, Ralph and Terry—Know Your Antiques .... RTS
Kozelka, Art—Home Garden & Queries ..... CTN
Kraft, Joseph—Washington Insight ..... FIE
Kranz, Walter & Canavan, Leo—Church Humor ... CTN
Kranz, Walter & Canavan, Leo—Gil Thorp ..... CTN
Kreiling, Ernie—A Closer Look ..... HTR
Kreiling, Ernie—Hollywood Television Report ..... FIE
Kreiling, Ernie—Hollywood Television Report .... HTR
Kudlaty, Ed—Kudlaty's Columns ..... NEA
Kuhn, Irene Corbally—It's My Opinion ..... CF

L

Ladewig, Marion & Don Carter—Bowling Tips .... NNS
Laffler, William—Popular Records ..... UPI
Laing, Peter—Uncle Charlie ..... MIL
Lamb, Lawrence E., M.D.—Health Column ..... NEA
Lamb, Lawrence E., M.D.—The Private Life ..... NEA
Lambert, Eleanor—Eleanor Lambert's She ..... FIE
Landers, Ann—Ann Landers Column ..... FIE
Landers, Ann—Ann Landers ..... MIL
Landregan, Steve—Scripture Search ..... NCF
Landrey, Wilbur G.—Concert Records ..... UPI
Lane, Bill—Hollywood Beat ..... WOR
Lane, John—Lane's Cartoons ..... NEA
Lane, Lydia—Hollywood Beauty ..... LAT
Lane, Mary—Nostolgia Grid ..... WHI
Lane, Nancy—Filmland Feedback ..... WOR
Lane,& Warkentin—Sam Scout ..... WOR
Lang, Andy—House of the Week ..... APN
Langell, Jerry—Idea Chaser ..... AF
Lansky, Bernie—Lanski's Look ..... UNP
Lants, Gerry—Basil ..... UNP
Larry—Larry's World From Punch ..... BPS
Lasky, Phyllis—What's New In Foods ..... AEW
Lasky, Victor—Say It Straight! .....NANA
Lassen, Kurt, Ed.—Under Twenty ..... CF
Lasswell, Fred—Barney Google and Snuffy Smith KFS
Lautens, Gary—Lautens Column ..... TSS
Laver, Rod—Rocket Shots ..... UFS
Lavin, Patricia—The Pen Is Mightier Than The Couch ..... LAV
Lawrence, Jim/Bill Crooks— Captain Easy ..... NEA
Lawrence, Linda—What's Your Problem? ..... RFS
Lazarus, Mel—Miss Peach ..... FIE
Lazarus, Mel—Momma ..... FIE
Leary, Bill—A Little Leary ..... LAT
Leary, Bill—Ask Andy ..... LAT
Le Doux, Harold & Dr. N. P. Dallis—Judge Parker FIE
Lee, Bill—NBA Pro Forecast ..... MOS
Lee, Bill—Fogarty ..... CTN
Lee, Bill & Arnold, Henri—Junior Jumble ..... CTN
Lee, Bill & Arnold, Henri—Jumble ..... CTN
Lee, Jeff—Adventure Postpaid ..... SA
Lee, Jeff—Bookshelf ..... SA
Lee, Laurie—Film Fare ..... WOR
Lee, Roberta—Household Scrapbook ..... WLG
Lee, Roberta—Modern Etiquette ..... WLG
Lee, Victoria—Your Horoscope ..... CNF
Leek, Sybil—Astrology—Today ..... BPS
Leek, Sybil—The Next Time Around ..... CEN
LeFan, Mike—A Good Idea ..... LEF
LeFan, Mike—More For Your Money ..... LEF
Lehmer, Larry—Rock Back ..... SGF
Lemont, George—Doctor Smock ..... UFS
Leokum, A.—Tell Me Why ..... MIL
Leonard, John—Cyclops ..... NYT
Lerner, Max—Max Lerner Column ..... LAT
Lesem, Jeanne—Cooking ..... UPI
Levin, Martin—The Phoenix Nest ..... APN
Levine, Paul & Ritter, John—Legal Briefs ..... LEG
Levine, Paul & Ritter, John—You Be The Judge LEG
Levine, Paul & Ritter, John—Legal Teasers ..... LEG
Levine, Samuel P.—Scents Of Humor ..... LEV
Levine, Samuel P.—Hot Shot Sam ..... LEV
Levine, Samuel P.—The Consumer Wants to Know LEV
Levine, V. A.—The Business of Writing/Writing For Profit ..... SYN
Levinson, Will & Lotito, Rocco—Ching Chow .... CTN
Lewis, Barbara—Pop Scene Service ..... UFS
Lewis, Dan—With Dan Lewis ..... UFS
Lewis, Dan—T.V. Time Previews ..... UFS
Lewis, Larry—Campus Clatter ..... NEA
Libby—Charlie O. And The Angry A's ..... DDS
Lichty, George/Fred Wagner—Grin & Bear It ..... FIE
Liddle, Theron—Worth Repeating ..... RTS
Lind, Robert E.—Saturday Sermon ..... SAT
Lindheim, Leon—Coin-Wise ..... NNS
Liney, John and Don Trachte—Henry ..... KFS
Linkert, Lo—Peter Panic ..... BPS
Links, Marty—Emmy Lou ..... UFS
Livingston, J. A.—Business Outlook ..... FIE
Lockabey, Almon—Power and Sail ..... LAT
Lofton, Jr., John D.—John D. Lofton, Jr. ..... UFS
Logan, Walter—Men's Wear ..... UPI
Lokey, Lorry I.—Business Wire Newsletter ..... BUS
Lombardi-Rojas—Cooking with Rojas-Lombardi .... ASC
Lord, Shirley—Shirley Lord ..... FIE
Losada, Jorge—Cuba 1975—What The Businessman Needs To Know ..... WWI
Love, Judy & Joanne Schreiber—Stitchin' Time ... NEA
Love, Philip H.—Love on Life ..... LOV
Lowman, Josephine—Why Grow Old? ..... RTS
Lowry, Betty—Family Travel ..... CIT
Loyd, Gene—Now! ..... RTS
Lucinda—Rated G. ..... NPS
Lucky, Fred—Dumplings ..... LAT
Ludcke, G. L.—A Woman and Her Money ..... BEL
Ludcke, G. L.—Human Side of Investing ..... BEL
Luehrs, Kirk A.—Jericho Jones ..... TFI
Luehrs, Kirk A.—Pilgrims ..... TFI
Luehrs, Kirk A.—Mr. Demgopi ..... TFI
Luehrs, Kirk A.—The Spoiler ..... TFI
Luft, Herbert G.—Our Film Folk ..... JTA
Luks, Fred—Outdoor Guideposts ..... OUG
Lurie, Ranan—Caricatures ..... LAT
Lurie, Ranan—Lurie Cartoons ..... LAT
Lurie, Ranan—Mr. Politician ..... LAT
Lustgarten, Karen—Body Conditioning ..... CHR
Luther, Mary Lou—Clothes Lines ..... LAT
Lyman, Shelby—Chess Column ..... EF
Lynde, Stan—Rick O'Shay ..... CTN
Lynn, Richard—The Sons of Liberty ..... LYN
Lyons, Eugene—Soviet World .....NANA

M

Macklin, J.—Strange Destinies ..... BPS
MacLean, Don—Don MacLean ..... UFS
MacNelly, Jeff—MacNelly Caricatures ..... CTN
MacNelly & McKenzie—We Hold These Truths .... UFS
MacNelly, Jeff—Editorial Cartoon ..... CTN
Macpherson, Duncan—Macpherson Cartoons ..... TSS
Maddox, Gaynor—Maddox Column ..... NEA
Magila, Louis—Minit Doodle ..... AF
Malino, Emily—Design For People ..... UFS
Manners, Dorothy—Hollywood ..... KFS
Manion, Marilyn—Column ..... AMW
Manten, Dr. A. A.—Shaping The Earth ..... DWL
Manten, Dr. A. A.—Wonders of Nature ..... DWL
Marcus, Joe—Soccer ..... SCI
Marcus, Jerry—Trudy ..... KFS
Margolius, Sidney—For The Consumer ..... WNS
Marks, Dorothy—Washington Women ..... WNS
Marlette, Douglas—Marlette ..... KFS
Marshall, Jan—Special News Articles ..... RBN
Marshall, Jan—The Kaffee Klatch Crowd ..... RBN
Marshall, Chester Allen—Test Your Horse Sense .. CTN
Martin, Marian—Dress Pattern Features ..... KFS
Martin, M. W.—Fact-O-Rama ..... MAR
Martin, M. W.—Medicalia ..... MAR
Martin, M. W.—Sign O-Rama ..... MAR
Martin, Stacey—It's a Photographic World ..... SAW
Masson, Walter—Down To Earth ..... MAS
Masson, Walter—Walter Masson ..... MAS
Mastro, Susan Duff—Calorie Countdown ..... MCN
Mastro, Susan—The Urban Gardener ..... MCN
Mattis, Bob—Hints For The Home ..... CTN
Mauldin, Bill—Mauldin ..... FIE
Maver, Alan—Sports Cartoons ..... KFS
Maxwell, Rod—The Hawk ..... PF
Mayer, Dr. Jean—Food For Thought ..... CTN
McArthur, Jack—Finance ..... TSS
McCabe, Charles—The Fearless Spectator ..... CHR
McCarthy, Fred—Brother Juniper ..... FIE
McCombs, Julia C.—Sew Biz ..... COE
McCoo, Dr. Wayman—Your Medicine Chest ..... WOR
McCormack, Patricia—Woman's World ..... UPI
McCormack, Patricia—Education Today ..... UPI
McCormick, Tom & Les Carroll—Our Boarding House ..... NEA
McDougal, Susan—Susie Mac .....UFS
McDowell, Julie—Histo-Graphic ..... CFI
McElhattan—Political Cartoons ..... AMW
McFeatters, Dale—Strictly Business ..... FIE
McGill, Angus & Poelsma, Dominic—Ms. Augusta UNP
McGinnis, Sonia—Astro Analysis ..... MOR
McGinnis, Sonia—Crossword Puzzle ..... MOR
McGovern, Bob—McGovern Cartoon ..... NCF
McGrath, Mary—Liberated Woman ..... UFS
McGraw, Tug & Witte, Mike—Scroogie ..... CTN
McGrory, Mary—Mary McGrory Column ..... WSS
McKenzie & MacNelly—We Hold These Truths .... UFS
McLaren, Fred—Thornsby ..... NNS
McLeod, Robert Emmett—Book Reviews ..... FEA
McQueen, Kate—Common Cents ..... ASI
McSkimming, Roy—Book Reviews ..... TSS
McWhiter, Ross & Norris—According To Guinness UNP
Means, Marianne—Marianne Means' Washington .. KFS
Mears, Walter—Washington Reports .....NANA
Meltzer, Bernard—Meltzer on Read Estate ..... FIE
Mengenhauser, Jane—Kitchen Sampler ..... KSS
Menninger, Dr. Walt—In Sights ..... UNP
Merrell, Jesse H.—Religion and the Times ..... MER
Merrell, Jesse H.—Washington Welter ..... MER
Messick, Dale—Brenda Starr ..... CTN
Mestichelli, Juan—Latinamerican Picture Features AMU
Metcalfe, Kristina—Portraits ..... POR
Metzger, H. Peter—Science Critic ..... ESN
Meyer, Bruce—Rock Music ..... UPI
Meyer, John—Canadian Business Report ..... TSS
Michels, Marcia—Broadway Vignettes ..... AMF
Michels, Marcia—Video Vignettes ..... AMF
Midura, Edmund M.—Stamps Are Fun! ..... MID
Midura, Edmund M.—Trivia Test ..... MID
Mikkelsen, Dahl—Ferd'nand ..... UFS
Millar, Jeff/Hinds, Bill—Tank McNamara ..... UNP
Millar, Mel—Bob Botch ..... AND
Millar, Mel—Betty Botch ..... AND
Miles, John—Perkins ..... RTS
Miller, Eugene—Your Medicare ..... MLN
Miller, Frank D. V. M.—The Wonderful World of Animals ..... CHR
Miller, Irma Ganz—Etc. & P.S. ..... SA
Miller, Irma Ganz—Sports . . . Postpaid ..... SA
Miller, Irma Ganz—Sport & Recreation ..... SA
Miller, Irma Ganaz—Soccer Shots ..... SA
Miller, Mary Sue—A Lovelier You ..... FIE
Miller, Sally—Better Living With The Stars ..... DIC
Miller, William J.—Wishing Well ..... KFS
Milmoe, Eugene—Your Car ..... LAT
Mink, Randy—Youth On The Go ..... MIK
Misch, Robert J.—Eat, Drink & Be Merry ..... WNS

Mitchell, Phyllis—Happier Living ..... MIT
Mitchell, Phyllis—Phyllis Mitchell Column ..... MIT
Mitchell, Phyllis—Your Life and Mine ..... MIT
Mockridge, Norton—Norton Mockridge ..... UFS
Mogensen and Cornelius—Moco ..... LAT
Mollenhoff, Clark—Watch on Washington ..... RTS
Monique—Paris Report ..... CTN
Moore, Jack—Kelly & Duke ..... UNP
Moores, Dick—Gasoline Alley ..... CTN
Mora, Gene—In Quotes ..... MCN
Morehouse, Rebecca—Rebecca Morehouse Interviews WNS
Morgan/Carlgren—Gee-Oh-Metriks ..... MSCF
Morgenson & Cornelius—Moco ..... LAT
Morris, Hugh L.—Housing News ..... MNS
Morris, Milt—Editorial Page Cartoon ..... APN
Morris, William & Mary—Words, Wit & Wisdom ..... UFS-LAT
Morse, Jane—Penny Wise Travel & Leisure ..... LAT
Moskowitz, Milton—Money Saver ..... LAT
Moss, Geoffry—Mossprints ..... WPW
Moss, Stirling—Motor Tips ..... BPS
Murphy, Frank G.—Faces In The News ..... DIS
Murphy, Jim—Speaking of Science ..... UNI
Murphy, John Cullen—Big Ben Bolt ..... KFS
Murray, Carolyn S.—Your Home ..... LAT
Murray, Jim—Jim Murray Sports Column ..... LAT
Musian, Joe—The Katzenjammer Kids ..... KFS
Myers, Dan—Dan Myers Column ..... MYR
Myers, Russ—Broom-Hilda ..... CTN
Myerson, Bess—Listen, Bess ..... CTN

N

Nachman, Gerald—Double Take ..... CTN
Nader, Ralph—In The Public Interest ..... RTS
Nagel, Claire—Kids' Corner ..... COF
Naylor, J.—Astrology—Today ..... BPS
Neher, Fred—Life's Like That ..... UFS
Nesoff, Bob—Camping All Year Round ..... MCN
Nesoff, Bob—Travel & Leisure ..... GSM
Newman, Ralph—Autobiography of Abraham Lincoln DDS
Newsom, Phil—Foreign News Commentary ..... UPI
Nickens, Frank—Otto Sez ..... HPS
Nickeson, Dr. Richard & Cargas, Dr. Harry—Ego Quiz ..... UNP
Nidetch, Jean—Thinking Slim ..... SUB
Nightingale, Gay—Indoor Gardening ..... ITP
Nobile, Philip—Uncommon Conversations ..... UNP
Nofziger, Ed—Animalogic ..... LAT
Nolan, Martin F.—Martin F. Nolan ..... UFS
Norris, Paul—Brick Bradford ..... KFS
Novak, Michael—Against The Tide ..... NCF
Novak, Ralph—Novak's Column ..... NEA
Novak, Robert & Roland Evans—Inside Report .... FIE
Noyes, Crosby S.—Watching the World ..... WSS
Nugent, Art Jr.—Funland ..... UFS
Nutter, Jan—Ms. Golf ..... WOR
Nydick, David—You, Your Child and School ..... DAN
Nydick, David—You, Your Child & Sports ..... DAN
Nydick, David—You, Your Child and Entertainment DAN

O

Oakley, Don—Oakley's Commentary ..... NEA
O'Brian, Jack—Voice of Broadway ..... KFS
O'Brien, Edward—Heads 'N Tails ..... ECS
O'Brien, Lawrence—No Final Victories ..... DDS
O'Donnell, Red—Nashville Sound ..... WSS
O'Flaherty, Terrence—Assignment: Television .... CHR
O'Hare, James H.—Football Fact Finder ..... MCS
O'Hare, James H.—Sports Nostalgia ..... MCS
Oldden—The Genius ..... KFS
Oka, Tom—Deems ..... SM
Olderman, Murray—All You Got To Do Is Ask Murray Olderman ..... NEA
Olderman, Murray—Olderman's Column ..... NEA
Olderman, Murray—Olderman Cartoons ..... NEA
Olga—Olga Knows ..... CHR
Oliphant, Patrick—Oliphant Cartoons ..... LAT
Olshan, Mort—Basketball Prophecy ..... MOS
Olshan, Mort—Handi-Football Ratings ..... MOS
Olshan, Mort—Hoop Ratings ..... MOS
Olshan, Mort—Pigskin Prophecy ..... MOS
Olshan, Mort—Pro Pix ..... MOS
Omarr, Sydney—Astrological Forecast ..... LAT
Omarr, Sydney—Astrological Week ..... LAT
O'Neill, Sarge—Cartooncatures ..... SOU
O'Neill, Sarge—Jack Knife & T. Spoon ..... SOU
O'Neill, Sarge—Lippy The Yippy ..... SOU
O'Neill, Sarge—Shanghai Lil ..... SOU
O'Neill, Sarge—Smiling Out Loud ..... SOU
O'Neill, Sarge—The Barnyard Gate ..... SOU
Opotowsky, Stan—Cynic's Corner ..... STT
O'Reilly, Don—Dateline: Detroit ..... AU
O'Reilly, Don—Inside Auto Racing ..... AU
Orloff, Ed—Medicine Today ..... CFI
Orr, Bobby—Hockey Tips ..... SUN
Orben, Robert—Orben's Comedy Fillers ..... COC
Osol, Bernice Bede—Astro *Graph ..... NEA
Osol, Bernice Bede & Elmarine Hanratty—This Week In Astrology ..... NEA
O'Sullivan, Joan—Women's Way ..... KFS
Ouellet, Jo—Wonderword ..... CWF-LAT
Overgard, Wm. and Allen & John Saunders—Steve Roper ..... FIE

P

Packer, Win—Easy Does It ..... TSS
Palen, Jerry—Stampede ..... KSF
Palmer, Arnold—Arnold Palmer Method ..... NNS
Palmer, Florence K.—Our Rugged Constitution ... PAM
Palmer, Florence K.—Sportwise ..... PAM
Palmer, Florence K.—Trials and Tribulations ..... PAM
Palmer, Florence K.—You Judge It ..... PAM
Palmer, Paige—Fashion 'n Figure ..... FAS
Palmer, Page—World Wide Travel Advice ..... FAS
Paquin, Jo—Premier Crossword Puzzles with Cryptoquip ..... KFS
Parker & Hart—The Wizard of Id ..... MIL
Parker, Brant & Johnny Hart—The Wizard of Id .. FIE
Partch, Virgil—Big George ..... FIE
Paschen, Bernice—Crossword Puzzle ..... SM
Pasmanink, Wolf—Poetry ..... WUP
Pastoret, Phil—Barbs ..... NEA
Patrick, Doug—Stamp Corner ..... BOM
Patrick, Sam and George Reasons—They Had a Dream ..... LAT
Patterson, Gary—Don Patrol ..... CTN
Patton, Martha—Money In Your Pocket ..... CTN
Paul, Jan S., Ph.D.—Around The House With Jan Paul ..... PAB
Paul, Jan. S., Ph.D.—Diaper Set ..... PAB
Pauley, Gay—Woman's View ..... UPI
Paulus, John Douglas—On The Other Hand ..... MCF
Paulus, John Douglas—Everybody's Business ..... MCF
Paulus, Mid—Book Marks ..... MCF
Paulus, Mid—My Basket of Recipes ..... MCF
Paulus, Mid—Haut Couture ..... MCF
Pavlidis, Manos—Demetrakis ..... MCF
Payette, Virginia—Virginia Payette ..... UFS
Payne, Sanford C., Jr.—It's In The Bible ..... PAY
Payne, S. Clem—The Illiterate Journal ..... PAY
Payne, S. Clem—Thumb Nail Briefs ..... PAY
Pearsall, Robert—Coinword ..... LAT
Pearsall, Robert—Treas-O-Gram ..... GFC
Pearson, Charles D.—Notes On the News .....PEA-MIL
Pederson, Kern—Little Farmer ..... SM
Perkins, F. N.—Criss Cross Puzzle ..... SPS
Pepper, Choral—Choral Pepper Travels ..... PEP
Pepper, Warren S.—Sex Life ..... BIS
Perkins, Steve & Herskowitz, Mickey—Sports Hot Line ..... UNP
Peterman, Gary & Bollen, Roger—Catfish ..... CTN
Peters, Mike—Mike Peters ..... UFS
Peterson, Clyde—C. P. Houston ..... RTS
Peterson, Clyde—Sidebarbs ..... RTS
Peterson, Jon—Backyard Gardener ..... BRK
Peterson, Jon—Indoor Gardener ..... BRK
Petti, M., M.D., and Judd Hurd—Health Capsules UFS
Philcox, Fred—Would You Believe? ..... CIT
Philcox, Fred—Grab Bag ..... CIT
Phillips, Kevin P. and Albert Sindlinger—Phillips-Sindlinger Survey ..... KFS
Pichel, Thouret—The Unknown in History ..... CN
Pierce, Phil E.—Pungent Prayer ..... PUN
Pilsworth, Graham—Pilsworth Cartoons ..... TSS
Pitzer, Gloria—A Laugh'n' Matter ..... PIT
Pitzer, Gloria—And Sew On ..... PIT
Pitzer, Gloria—Better Cookers ..... PIT
Pitzer, Gloria—Food For Thought ..... PIT
Pitzer, Gloria—Keeping You In Stitches ..... PIT
Pitzer, Gloria—On Pins & Needles ..... PIT
Pitzer, Gloria—Plant Parenthood ..... PIT
Player, Gary—Gary Player's Golf Class ..... KFS
Poblete, Omar—Latin American News ..... AMU
Poelsma, Dominic & McGill, Angus—Ms. Augusta ..... UNP
Poinier, Art—Poiner ..... UFS
Pokress, Jack—Jack Pokress At Large ..... NFI
Pokress, Jack—Profiles on Athletes ..... NFI
Polk, Irwin J., M.D.—Man and Medicine ..... PAG
Pollan, Clay—Star Gazer ..... MCN
Pollan, Clay—Scram-Lets ..... MCN
Pollan, Clay—Horoscope ..... MCN
Porter, McKenzie—McKenzie Porter ..... SUN
Porter, Sylvia—Your Money's Worth ..... FIE
Posey, Ron—Ron Posey's Ski World ..... MOD
Posner, Jack—Potomac Fever ..... RTS
Post, Elizabeth—Doing the Right Thing ..... CTN
Post, Howard—The Dropouts ..... UFS
Poulton, Ron—Ron Poulton ..... SUN
Poussaint, Dr. Alvin F.—Minority Human Relations ..... BLP
Powers, Bob—Moneysavers ..... CRE
Preston, Charles—Quote-Acrostic ..... LAT
Preston, Frank—Here's How ..... ITP
Prentice, John and Fred Dickerson—Rip Kirby .. KFS
Prewett, Virginia—Latin America .....NANA
Price, Eleanor—All About Pets ..... LAT
Price, James G., M.D.—Family Physician ..... SUB
Prinkey, John—Bee Smart ..... FSF
Prinkey, John—Test Your Esp ..... FSF
Prinkey, John—Who'zit ..... FSF
Prinkey, John—Zodiyaks ..... FSF
Proudfoot, Jim—Jim Proudfoot ..... TSS
Pugner, Mark—Wine Primer ..... TAG
Pyle, Dolores—Your Horoscope Forecast ..... PYL

Q

Queen, Alan—Teenager ..... PWF
Queen, Bella A.—Education ..... PWF
Queen, R. I./Queen, Alan—Scientific News ..... PWF
Quinn, Jane Bryant—Staying Ahead ..... WPW
Quinn, W.—Mazes Galore ..... OPS

R

Raden, Don & Rossiken—Selling Short ..... UNP
Raduta, Henry & Bibber, Max—Winnie Winkle .. CTN
Rafferty, Dr. Max—Dr. Max Rafferty Column .... LAT
Ramos—Spanish Crossword Puzzle ..... KFS
Rand, Lester—Teen-Agers Say ..... YOU
Rand, Lester—The Youthful Viewpoint ..... YOU
Rand, Lester—Today's Teens ..... YOU
Randall, Katherine—Young Newsmakers ..... SUB
Rands, Howard—Twitch ..... SM
Rands, Howard—Fun-Bug ..... SM
Ray, Al—Sports Special ..... CSP
Raymond, Jim & Young, Dean—Blondie ..... KFS
Raymond, Robert, Stuart Butler, Ph.D., Andrea Bresciani—Frontiers of Science ..... LAT
Read, Peggy—Food ..... EPS
Reardon, Maureen—The New Etiquette ..... UNP
Reasons, George & Sam Patrick—They Had a Dream ..... LAT
Reed, Ed—Off The Record Page ..... RTS
Reed, Ed—Off the Record Daily ..... RTS
Reed, Rex—Movie Reviews ..... CTN
Reed, Rex—Rex Reed (Personalities) ..... CTN
Reed, Sue—Samantha Reads Your Stars ..... SUB
Rehns, Charles—Distillates of Random Thoughts .. REH
Rehns, Charles—Isn't It the Truth? ..... REH
Rehns, Charles—The High Road To Business .... REH
Rehns, Charles—Tasty Tales ..... REH
Rehns, Charles—Wisdom in the Street ..... REH
Rehns, Charles—Harvest Time of Life ..... REH
Rehns, Charles—Live Longer, Be Happy ..... REH
Rehns, Charles—Good Health Through Mind Power ..... REH
Rehns, Charles—Self Service For Better Living REH
Reynolds, Ann, Ph.D.—If Your Name Is ..... RFS
Richey, Dorothy—Today's Woman In Today's World RBN
Richey, Dorothy—Travel Talk ..... RBN
Richey, Dorothy; Bosch, Patricia; Marshall, Jan—Special News Articles ..... RBN
Richman, Milton—Sports Parade ..... UPI
Ricker, Dorothy—Teen Age Mail ..... RIC
Riddle, Maxwell—Your Family Pet ..... AF
Riddle, Ned—Mr. Tweedy ..... LAT
Ridgeway, Frank and Ralston Jones—Mr. Abernathy KFS
Riesel, Victor—Inside Labor ..... FIE
Riggenbach, Jan—Backyard Bounty ..... JAN
Righter, Carroll—Carroll Righter Horoscope ..... MCN
Risso, Mario—Jesterday ..... RTS
Ritter, John & Levine, Paul—Legal Briefs ..... LEG
Ritter, John & Levine, Paul—You Be The Judge .. LEG
Ritter, John & Levine, Paul—Legal Teasers ..... LEG
Ritz, Dorothy—Home Line ..... LAT
Rivers, Lucille—Lucille Rivers On Sewing ..... FIE
Robbins, Art—'Bout Books ..... WOR
Robbins, Frank—Johnny Hazard ..... KFS
Roberts, Cliff and the Children's TV Workshop—Sesame Street ..... KFS
Robinson—My Life Is Baseball ..... DDS
Robinson, Jerry—Still Life ..... CTN
Roche, John P.—A Word Edgewise ..... KFS
Roche, R. A.—Flamingo ..... PF
Rocks, Dr. Lawrence & Dr. Richard Runyon—Our Energy Crisis ..... KFS
Rodewalt, Vance—Rodewalt ..... MIL
Rodewalt, Vance—The Byrds ..... TSS
Rogers, Dick—Johnny Wonder ..... EF-NEA
Rogerson, Cliff—Tee Vee Laffs ..... UFS
Rojas-Lombardi—Cooking With Rojas-Lombardi .... ASC
Rose, Elinor K.—Rosettes ..... ROS
Rose, Elinor K.—Sugar and Spice ..... AF
Rosen, Jay—Record Reviews ..... BIS
Rosefsky, Robert S.—Speaking Dollar-Wise ..... LAT
Roosevelt, Edith Kermit—Between the Lines .... ROO
Ross, Ken & Raden, Don—Selling Short ..... UNP
Ross, Martin J.—A Good Book To Read ..... LAW
Ross, Martin J.—Law Briefs For Business ..... LAW
Ross, Martin J.—Legal Aid ..... LAW
Ross, Martin J.—Letters From Dad ..... LAW
Ross, Martin J.—People and Problems ..... LAW
Rossiter, Al, Jr.—Science Today ..... UPI
Rouson, John—Ladies Day ..... LAT
Rouson, John—Little Sport ..... LAT
Rowan, Carl T.—Carl Rowan ..... FIE
Rowan, Hobart—Economic Impact ..... WPW
Rowse, Arthur E.—Consumer Contact ..... CNI
Roxanne—Sew Like A Pro ..... APN
Rudy, Ann—Once Over Lightly ..... CNS
Rukeyser, Merryle Stanley—Everybody's Money .... SIM
Runyon, Dr. Richard, & Rocks, Dr. Lawrence—Our Energy Crisis ..... KFS
Rupe—Freddy ..... FIE
Rusher, William—The Conservative Advocate .... UNP
Russell, Mark—Mark Russell Column ..... LAT
Ruth, Philippa—Eyes On Tomorrow ..... WOR
Ryan, Tom K.—Tumbleweeds ..... KFS
Ryskind, Morrie—Morrie Ryskind ..... WSS

S

Sagendorf, Bud—Popeye ..... KFS
St. John, Tracy—Word Cage Puzzle ..... SUB
St. Michel, Jean-Paul—Deco Plans ..... CWF
Saksena, Mary Madge—Ask Aunt Madge ..... ASK
Salinas, Jose and Alfredo Grossi—Gunner ..... KFS
Salk, Dr. Lee—Dr. Lee Salk's Column ..... FIE
Saloman, Dr. M. I.—Medicine ..... WUP
Saltz, Donald—Check Your Knowledge ..... DTQ
Saltz, Donald—Memory Quiz ..... DTQ
Saltz, Donald—Trivia Quiz ..... DTQ
Sanders, Bill—Sanders ..... FIE
Sansom, Art—The Born Loser ..... NEA
Santora, I. J.—Word World ..... DTN
Sargent, David R.—Successful Investing ..... LAT
Sasso, Joey—Inside TV ..... MCN
Sattler, Warren—Grubby ..... SM
Saunders, Allen & John & William Overgard—Steve Roper ..... FIE
Saunders, Allen & John & Ken Ernst—Mary Worth FIE
Saunders, Fritchie—For a Happy Life ..... HC
Scaduto, Al & Dunn, Bob—They'll Do It Everytime KFS
Scarpelli, Henry—TV Tee-Hees ..... LAT
Schaaf, Miv—Things ..... LAT
Schaaf, Miv—You Know You Really Love Them When ..... SCH
Scherer, D. J.—Employee Opinion Surveys Pay Off REY
Scherer, D. J.—How To Survive A Tax Audit .. REY
Sherer, D. J.—Stop Where the Truckers Stop ... REY
Scheuer, Steven H.—TV Key Features, Mailbag .. KFS
Schneider, Howie—The Circus of P. T. Bimbo .... EF
Schneider, Howie—Eek & Meek ..... NEA
Schneider, Lou—Trade Winds .....NANA
Schorer, B. T., Jr.—The Tiny Times ..... TIN
Schreiber, Joanne, Judy Love—Stitchin' Time .... NEA
Schroeter, Bob—Laugh Time ..... KFS

FEATURES BY AUTHORS

Schultz, Dr. Whitt N.—How To Be A Better Manager ... KNF
Schultz, Dr. Whitt N.—How To Be More Successful KNF
Schultz, Dr. Whitt N.—How To Build A Second Steady Income ... KNF
Schultz, Dr. Whitt N.—How To Build Your Business ... KNF
Schultz, Dr. Whitt N.—How To Communicate Effectively ... KNF
Schultz, Dr. Whitt N.—How To Develop And Use Success Habits ... KNF
Schultz, Dr. Whitt N.—How To Develop Your Personal Potential ... KNF
Schultz, Dr. Whitt N.—How To Increase Your Sales And Profits ... KNF
Schultz, Dr. Whitt N.—How To Make More Money Now ... KNF
Schultz, Dr. Whitt N.—How To Manage Conflict .. KNF
Schultz, Dr. Whitt N.—How To Market Your Job Skills ... KNF
Schultz, Dr. Whitt N.—How To Motivate Yourself KNF
Schultz, Dr. Whitt N.—How To Save Your Time And Money ... KNF
Schultz, Dr. Whitt N.—How To Start And Operate Your Own Franchise ... KNF
Schultz, Dr. Whitt N.—How To Start, Build Your Own Mail Order ... KNF
Schultz, Dr. Whitt N.—How To Use The Gold Mine Between Your Ears ... KNF
Schulz, Charles M.—Peanuts ... UFS
Schwartz, David—Panorama ... JTA
Scott, Alice—Pets and Their People ... UFS
Scott, Frances—A Woman Like You ... BAS
Scott, Joe—The Political Animal ... OAK
Scott, Vernon—Scott's World ... UPI
Scott, Vernon—TV Profile ... UPI
Segal, Robert—One Man's View ... SAF
Seib, Charles B.—The News Business ... WPW
Sellers, Paul—Eb and Flo ... UFS
Sematones—Pistachios ... BPS
Sematones, Frank—Crazy Capers ... CF
Sharif, Omar & Goren, Charles—Goren on Bridge . CTN
Sharfman, Bern—Kitchen Cynic ... AMF
Sharp, Roger—Good News Only ... CIT
Sharp, Hal—Sportsman's Digest ... LAT
Sharpe, Constance—Your Stars ... MIL
Shatley, James—MD ... ITP
Shaw, Ken & Bianchi, John—Bush League ... LAT
Shaw, Sally—Dear Sally ... WLG
Shearer, Ted—Quincy ... KFS
Shedd, Charlie—Strictly For Duds ... UNP
Sheen, Fulton J.—Archbishop Sheen ... WSS
Sheerin, C.S.P., Rev. John B.—Sum and Substance NCF
Sheffer, Eugene—Crossword Puzzle with Cryptoquips KFS
Sheinwold, Alfred—Sheinwold On Backgammon .... LAT
Sheinwold, Alfred—Sheinwold On Backgammon .... LAT
Shelton, Isabelle—Mirrors Of Washington ... NANA
Sheppard, Eugenia—Inside Fashions ... FIE
Sherrod, Jane—Be Your Own Sherlock Holmes .... BPS
Sherrod, Jane—Famous Recipes ... BPS
Sherrod, Jane—Teenage Driving Tips ... BPS
Shonting, Howard L.—The World of Real Estate .. RER
Shropshire, John H.—All About Horses ... SHR
Shull, Richard K.—TV Time Answer Man ... UFS
Shull, Richard K.—TV Tune In ... UFS
Shulsky, Sam—Investors' Guide ... KFS
Shuttleworth, John—Mother Earth News ... RTS
Sibley, Celestine—Celestine Sibley ... WNS
Silver, Rabbi—Silver Lining ... SAF
Sims, Al—Trivia Trips ... DEN
Simms, Cedric—Sparks of Wi dom ... WLG
Sindlinger, Albert and Phillips, Kevin P.—Phillips-Sindlinger Survey ... KFS
Singer, Jane Sherrod—Modern Sherlock Holmes .. BPS
Singer, Jane Sherrod—Modern Sherlock Holmes .. BPS
Singer, Kurt—Household Repair Dictionary ... BPS
Sixta, George—Rivets ... FIE
Skelsey, Alice—For Women Who Work ... CTN
Skinner, Sam—Black Sports ... BLP
Slater, Charlotte—Things Your Mother Never Taught You ... UNP
Sloan, Robin Adams—The Gossip Column ... KFS
Sloane, Bob—Going Our Way ... STR
Smith, Al—Mutt & Jeff ... MCN
Smith, Al—Life in The Suburbs ... SM
Smith, Al—Rural Delivery ... SM
Smith, Cecil—Cecil Smith Television Column ... LAT
Smith, C. W.—For & About Teens ... CSP
Smith, Geo., Mr. & Mrs.—The Smith Family .... MIL
Smith, Gwen—Kitchen Recipes ... TEE
Smith, Jack—Time Of Your Life ... NNS
Smith, Julie Hoyle—Teach Your Child To Swim .. ITP
Smith, Liz & Igor Cassini—Cassini Carousel ... CF
Smith, Stan—Stan Smith's Tennis Class ... KFS
Smith Studios—Craft Patterns ... FIE
Smolar, Boris—Between You & Me ... JTA
Smuckler, Leonard—Stories ... SMU
Smuckler, Leonard—Adventures of Surelock Wholesum ... SMU
Smythe, Reg.—Andy Capp ... MIL
Smythe, Reggie—Andy Capp ... FIE
Sneyd, Doug—Sneyd Political Cartoons ... TSS
Sneyd, Doug—Wee Whimsy ... TSS
Snyder, Jimmy—Jimmy The Greek ... FIE
Sobol, Donald J.—2-Minute Mystery Series ... TM
Sonstein, Bill—On Wines ... SON
Spadome, F. G.—Coin-Stamp—Medal World ... SS
Spadone, F. G.—Money Talks ... SPA
Spock, Dr. Benjamin—Raising Children In A Difficult Time ... CF
Spraggett, Allen—The Unexplained ... SUN
Stahl, Nancy—Jelly Side Down ... UNP
Stansbury, Herb—Smart Chart ... LAT
Stansbury, Jeff & Edward Flattau—Our Environment ... LAT
Stapley, Ray—Your Car ... TSS
Stare, Frederick J., M.D.—Food and Your Health LAT
Stark, Norm—The Formula ... UNP
Starr, Leonard—On Stage ... CTN
Stayskal, Wayne—Editorial Cartoon ... CTN
Stees, John—Another View ... UFS
Stees, John—The Bosleys ... UFS
Steffens, Brian L.—Pop Rock Music ... STE
Stein, Herbert—The Economy Today ... UFS
Steincrohn, Dr. Peter J., M.D., F.A.C.P.—Stop Killing Yourself ... MCN
Stephens, Edward E.—Counsel For The Taxpayer .. CF
Sterling, Bryan—Will Rogers Says ... RTS
Stiles, Chuck—Village Square ... SM
Stockholm, Arne—Arnie ... BPS
Stoddard—Style For Living ... DDS
Stone, Chuck—With The People ... UNP
Stoffel, Al & Ralph Heimdahl—Bugs Bunny ... NEA
Strauss, Jack—What's The Law? ... UFS
Stroud, M. F.—Book Reviews (Children's) ... FEA
Strout, Richard L.—TRB from Washington ... NRF
Suglia, Augustus and Bloodgood, John D.— Your Home—Build and Improve ... KFS
Summers, William and Jim Ivey—Thoughts Of Man ... CTN
Sundberg & Bradley—Keeping Food Safe ... DDS
Sutton, Horace—Of All Places ... FIE
Swan, Paul—Truth ... BPS
Swanson, George O.—The Flop Family ... KFS
Swede, Paul—Sunday Laughs ... BPS
Swertlow, Frank S.—Television in Review ... UPI
Syms, Lydel—Watch Your Language ... CF
Szep, Paul—Paul Szep Editorial Panel ... MCN

T

Taves, Isabella—Women Alone ... RTS
Taylor, Henry J.—Henry J. Taylor ... UFS
Taylor, Lillian—Why Be Bored? ... TAY
Taylor, Robert—Car Talk ... ECS
Teepen, Tom—Tom Teepen Commentary ... ASI
terHorst, J. F.—J. F. terHorst ... UNP
Thaler, Karol C.—Karol C. Thaler ... NANA
Thaves, Bob—Frank and Ernest ... NEA
Thimmesch, Nick—Nick Thimmesch Column ... LAT
Thomas, Bill—Man to Man ... CF
Thomas, Helen—Backstairs at the White House .. UPI
Thompson, Ruth—Better Living Guide ... DIC
Thornton, Robert F.—Nit Wit ... THF
Thornton, Robert—Robert's Rules ... THF
Thosteson, Dr.—To Your Good Health ... MIL
Thosteson, Dr. George—To Your Good Health .... FIE
Tiajeliff, Y. L.—Have You Met? ... NPS
Ticknor, Paul E.—Ward'n Gord ... WNG
Tiede, Tom—Tiede/Washington Column ... NEA
Tippit, Jack—Amy ... RTS
Tobe—Tobe Says ... FIE
Tobin, Don—The Little Woman ... KFS
Tokado, Miskrit—The World of Books ... RBN
Trachte, Don & John Liney—Henry ... KFS
Trag, W.—Drawing is Fun ... BPS
Trainer, M.D., Joseph—The Marriage Doctor .... STT
Trevino, Lee—Trevino ... RTS
Trexler, Pat—Pat's Pointers ... FIE
Trim, Hal—Trim's Arena ... UNP
Trogdon, Ted—Tickle Box ... HUH
Truax, Virginia—The Home Game ... MCN
Trudeau, Garry—Doonesbury ... UNP
Tully, Andrew—Capitol Fare ... MCN
Tumpson, Helen—Divorce & Remarriage ... STT
Tuomey, Douglas—Homeowners' Money Savers .... LAT
Turk, Jerome & Walsh, Edward—Dateline History .. CF
Turner, Dick—Carnival ... NEA
Turner, Morrie—Wee Pals ... KFS
Tyler, Gus—Gus Tyler ... UFS

U

Uluschak, E. D.—Uluschak ... MIL
Unger, James—Herman ... UNP
Unwin, James—Sandy ... HPS
Usborne—Know How ... FIE

V

Valentine, Val—Signs of The Times ... CTN
Van Buren, Abigail—Dear Abby ... CTN
Van Campen, A.G.—Truth For Today—Let's Ask The Bible ... GLS
Van Cleave, Kit—Women Today ... WOM
Van Dellen, Dr. T. R.—How to Keep Well ... CTN
Vance, Charles—Your World ... VAN
van der Linden, Frank—Frank van der Linden .... UFS
Van Horne, Harriet—Harriet Van Horne Column .. LAT
Van Laer, Ken—Broadway Backstage ... BIS
Van Nozzi, Dom-Chateau & Briand ... SPS
Varney, Carleton—Your Family Decorator ... FIE
Vasquez, Danilo—Latin American Features ... AMU
Vaughan, Bill—Senator Soaper ... NANA
Vaughan, Bill—Vaughan at Large ... UFS
Vega, Roger—Aladdin's Lamp ... LAT
Verigan, Bill—Sportin' Life ... NANA
Vermeer, Al—Priscilla's Pop ... NEA
Von, Gene—You Can Fix It ... WLG

W

Wagman, Robert J.—Investigative Reports ... NANA
Wagner, Fred/Lichty, George—Grin & Bear It .... FIE
Wagner, Phillip—Wagner Editorial Column ... WAG
Wakefield, Jeff & Carol—Bubblegummers ... SUN
Waldner, Francesco—Horoscope ... MIL-ITP
Walker, Katherine B.—Indoor Gardening ... FIE
Walker, Keith L.—Sports ... BIS
Walker, Mort—Beetle Bailey ... KFS
Walker, Mort and Dik Browne—Hi and Lois .... KFS
Walker, Mort (Addison)—Boner's Ark ... KFS
Walsh, Edward & Turk, Jerome—Dateline History .. CF
Walton, Robert—A Time To Live ... UNP
Ward, Barbara—Progress of Peoples ... NCF
Ward, Peter—Canadian Comment ... SUB
Warkentin & Lane—Sam Scott ... WOR
Warner, Denis—Denis Warner Column ... RTS
Warren, Ross—New Jersey Report ... GSM
Warshauer, Richard & Jocelow, Froma—Economics for the Perplexed ... LAT
Watia, Vic—Outdoors Everywhere ... UPI
Watt, Douglas—Theatre Letter ... CTN
Weaver, Peter—Your Retirement Dollar ... KFS
Weaver, Peter—Your Retirement Dollar ... KFS
Weber, Bob—Moose Miller ... KFS
Webster, H. T.—Webster Classics ... SM
Weiss, Julius—International Adventure (Numismatic) ... WEI
Weiss, Julius—International Adventure (Philatelic) ... WEI
Weiss, Julius—Stamp News From America ... WEI
Weiss, Morris—Mickey Finn ... MCN
Weiss, Rube—Around Town ... BLA
Weiss, Rube—Hospital Quips! ... BLA
Weiss, Rube—It's A Laugh ... BLA
Weiss, Rube—Josh Billings Sez ... BLA
Weiss, Rube—Live'n Laff ... BLA
Welch, Dr. William—Welch Medical Report ... RTS
Werner, Joe—Consumer Fraud—Don't You Be Cheated ... WER
West, Dick—The Lighter Side ... UPI
Westell, Anthony—Westell Report ... TSS
Westinghouse—News Service ... GNB
Westley, John J.—On The Wire ... DIS
Wheeler, Laura—Needlecraft Pattern Feature .... KFS
Whipple & Borth—There Oughta Be A Law ... UFS
Whitacre, Donald—Curious Facts About Animals .. CFF
Whitacre, Donald—Curious Facts ... CFF
Whitbread & Chess—How To Help Your Child Get The Most Out Of School ... DDS
White, Barbara—Coin Counting ... NUM
White, Barbara—The World of Coins ... NUM
White, Deborah—Dear Debbie ... MCN
White, George G.—Travel News & Notes ... FEA
White, Leo—Little People's Puz ... UFS
White, Leo—TV Maze ... WHI
Whitestone, Bruce—Canadian Economic Scene .... DWL
Whitman, Roger—First Aid To The Ailing House UFS
Wicks, Ben—Ben Wicks ... SUN
Wicks, Ben—Wicks Cartoons ... LAT
Widener, Alice—Alice Widener Column ... USA
Wild, Glen & Linda—Wild Wheels ... MOD
Wilder, Stella—Your Birthday ... UFS
Wilder, Stella—Your Stars This Week ... UFS
Wiley, Nan—Let's Ask the Cook ... RTS
Wilkens, Emily—A New You ... KFS
Wilkins, Roy—Wilkins Column ... RTS
Wilkinson, Charlotte—Your Fashion Image ... YFI
Williams, A. J.—Literary Trends ... TAG
Williams, Bernard—Unlikely Letters ... SM
Williams, D. C.—Better English ... WLG
Williams, Margaret—Science ... EPS
Williamson, Al and Archie Goodwin—Secret Agent Corrigan ... KFS
Williamson, Porter—Gov. Contract Adm. ... MSC
Williamson, Porter—The Constitution ... MSC
Wills, Garry—The Outrider ... UNP
Wilmer, Bruce B.—Wry Lines ... WBB
Wilson, David B.—Wilson Column ... LAT
Wilson, Earl—It Happened Last Night ... FIE
Wilson, Gahan—Gahan Wilson Sunday Comics .... RTS
Wilson, Ray—On Broadway ... NEW
Wilson, Ray—Tips On Tables ... NEW
Wilson, Rick—Editorial Cartoons ... WLS
Wilson, Rick—Panel & Filler Cartoons ... WLS
Wilson, Rick—Sargent MacDoogle ... WLS
Wilson, Tom—Ziggy ... UNP
Winchell, Danny—Winch Line ... MCN
Wingert, Dick—Hubert ... KFS
Winter, Ruth—YOU ... LAT
Winship, Beth—Ask Beth ... LAT
Witte, Mike & McGraw, Tug—Scroogle ... CTN
Wohl, Jack—Pixies ... UFS
Wolfe, George—Citizen George ... SM
Wolfe, George—Pops ... SM
Woliston, Jack—Boating ... UPI
Wong, Geoff—Wong At The Flicks ... MOD
Wood, Gus—Church Page ... MOR
Wood, Gus & David Boyd—Apple Pie ... MOR
Wood, Gus & David Boyd—National Cartoon ... MOR
Wood, Gus & David Boyd—Sovereign State of Affairs MOR
Woodman, D. K.—Memo to Caesar ... HPS
Worthington, Peter—Peter Worthington ... SUN
Wright, Doug—Doug Wright ... MIL
Wykert, John—Insight ... NANA

Y

Yokovitch, Lind—Help-Mate ... CNI
Yale, Bill/Berry, Jim—Benjy ... EF
Yarman, Betty—Family Finance ... WNS
Yates, Bill—Professor Plumble ... KFS
Yoakum, Robert—Another Look ... LAT
Yoder, D. L.—Church Forum ... INR
Yoder, D. L.—Do You Know ... INR
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Yoder, D. L.—Sermonograms ... INR
Yoder, D. L.—The Better Way ... INR
Yoder, D. L.—The Church Invites You ... INR
Yoder, D. L.—Wit and Wisdom ... INR
Yoder, D. L.—World Religious News ... INR
York, H. Boswell, R. Ph.—Medicine Chest ... MCN
Yost, Ambassador Charles W.—Yost Column ... FRY
Young, Dean and Jim Raymond—Blondie ... KFS
Young, Dick—Young Ideas ... CTN
Young, James R.—Tim Tyler's Luck ... KFS

Z

Zink, Lubor J.—Lubor J. Zink ... SUN
Zion, Sidney—Sidney Zion ... NANA
Zollman, Joseph—Stamping Grounds ... ZOL
Zschiesche, Robert D.—Zschiesche's Editorial Cartoons ... KFS

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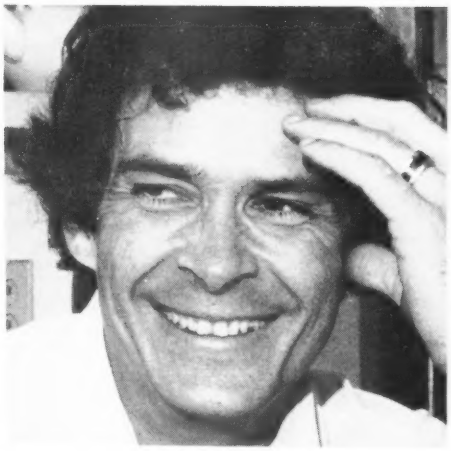

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L.A. juvenile court now open to media

The Los Angeles County Juvenile Court, the largest juvenile court in the world, has instituted a new policy enabling representatives of the recognized news media to regularly attend juvenile criminal case proceedings.

The policy, according to a July 15 ruling by Presiding Judge Richard A. Gadbois, Jr., "recognizes the important duty of the news media to report activities of the juvenile justice system and to assist the public to determine whether the system is equitable and efficient."

It applies to "any of the print or broadcast media that regularly reach a significant part of the general population of Los Angeles County."

Unchanged by the policy will be the press' voluntary code of ethics, which prohibits public identification by name of juvenile offenders.

The media, Gadbois added, would thus be expected to "police itself . . . , knowing that departures . . . would necessarily call for return to strict control of their access."

As a result of the policy, the L.A. Juvenile Court is now one of the few in the nation with unrestricted access to juvenile proceedings. More than half of America's juvenile courts, estimates the L.A. Court's executive office, do not invite the media into their proceedings.

The new policy stipulates that,

1. Media representatives may regularly attend Juvenile Court sessions handling cases of alleged delinquencies but permission of the Juvenile Court Presiding Judge must be obtained to attend any sessions dealing with cases of neglected and abused children and truant or incorrigible children.

2. Media representatives will check in with the clerk of any Juvenile Court department they are visiting.

3. The name of any minor or his parents or guardians must not be reported nor must any means of ascertaining such names be disclosed.

4. Confidential reports concerning juveniles, such as social or clinical studies and school or personal records, shall not be open to inspection by the news media except by express order of the Juvenile Court Presiding Judge.

5. No still or motion pictures may be taken nor may any voice recordings be made without the express permission of the Juvenile Court Presiding Judge.

The policy is based on Welfare and Institutions Code Section 675, which states that "the judge . . . may, nevertheless, admit such persons (to juvenile court hearings) as he deems to have a direct and legitimate interest in the particular case or the work of the court."

The Los Angeles County Juvenile Court, part of Los Angeles County Superior Court, handles more than 35,000 cases a year.

Ray named president of Atlanta papers

William I. Ray Jr. has been named president of the Atlanta Newspapers division of Cox Enterprises, Inc.

He will be succeeded as executive vicepresident and general manager by Thomas H. Wood, who has served as business manager since 1970.

Their promotions, effective immediately, were announced by Jack Tarver, president of Cox Enterprises and publisher of The Atlanta Journal and The Atlanta Constitution.

A 1935 graduate of the University of Georgia, Ray began his newspaper career as a sports correspondent for The Atlanta Constitution while on the Athens campus.

He joined The Atlanta Georgian as a sports reporter in 1935. Five years later, he moved to The Atlanta Journal as assistant sports editor. After serving during World War II on the War Department General Staff, he was news editor, assistant managing editor and managing editor of The Atlanta Journal; then executive editor and assistant to the president of The Atlanta Journal and Constitution. He was named a vicepresident of Atlanta Newspapers, Inc., predecessor to the Atlanta Newspapers division of CEI, in 1963, Wood joined The Atlanta Journal and Constitution in 1966.

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news-people

Prescott leaves Post, gives no reasons

John S. Prescott, Jr., president of the Washington Post Co.'s newspaper division, last week announced he would resign on September 1. Sources at the newspaper said this action had been expected.

Prescott, who is 47, joined the Post in 1971 as president and general manager of the newspaper after having served with the Knight newspapers in Philadelphia, Miami, Charlotte, N.C., and Detroit.

An official announcement said Prescott's plans were uncertain. He plans to investigate some offers in the newspaper industry as well as the possibility of going into business for himself.

He became head of the Post's newspaper division last September, with supervision over the Trenton, N.J., Times, the Post Co. interests in the International Herald Tribune of Paris, Bowater's Mersey Paper Co. in Canada and the Los Angeles Times/Washington Post News Service.

•

JOHN VOGEDING, assistant sports editor, *Camden* (N.J.) *Courier-Post*—named first runnerup sportswriter-of-the-year by Scholastic Wrestling News.

* * *

WELLINGTON LEWIS, assistant public printer, superintendent of documents at the U.S. Government Printing Office—named assistant public printer, planning. CARL LABARRE, director of the materials management service—takes over Lewis' former position.

* * *

ANTHONY MANGONE, promotion manager, Miami Herald Publishing Co.—named promotion director of the Memphis Publishing Co.

* * *

JESSE MERRELL, former state editor for the *Charlottesville* (Va.) *Daily Progress* and associate editor of *Transport Topics*—named special assistant to the president of the American Trucking Assn.

* * *

GREGORY LAFRENIERE, sports editor, *North Adams* (Mass.) *Transcript*—named managing editor, *Groton* (Conn.) *News*. He succeeds ALEXANDER SNOW, who has assumed new duties with the Bulletin Co.

* * *

WALTER JOHNSON, assistant sports editor, *Burlington* (Vt.) *Free Press*—named director of sports information at St. Lawrence University, Canton, N.Y.

* * *

JERE CASWALL, director of circulation, Community Publications Co., publisher of Sentinel Newspapers, Denver—named a vicepresident of the company. WILLIAM CODDINGTON, assistant production manager—named superintendent of the main plant.

* * *

PERCY KNAUTH, freelance writer and formerly with the *Chicago Tribune* and *New York Times*—named coordinator of publications for Mystic Seaport.

* * *

DON BUCKNAM, executive vicepresident and general manager, Steuben Printing Co., Angola, Ind.—elected president of the Hoosier State Press Assn. JOHN MITCHELL, associate publisher, *Frankfort* (Ind.) *Times*—elected vicepresident; BRUCE TEMPLE, editor and publisher, *Brown County Democrat*—secretary; EUGENE S. PULLIAM, assistant publisher, *Indianapolis Star* and *Indianapolis News*—treasurer.

* * *

CHARLES BUXTON, editor and publisher of the *Denver Post*—named chairman of the National Committee of Newspaper Publishers for Savings Bonds.

* * *

ED MINAYA, publisher of the *Mirror*, weekly newspapers serving Southwest Broward County and Northwest Dade County, Fla.—elected president of the Southwest Broward Rotary Club.

* * *

JOSEPH UNGARO, managing editor, Westchester Rockland Newspapers—named vicepresident and executive editor. He succeeds JAMES HEAD, who has resigned.

* * *

MERLO PUSEY, retired editorial writer for the *Washington Post*—awarded an honorary doctor of laws degree by the University of Utah.

* * *

DIANE DUBOIS, real estate coordinator, *Washington Star*—named classified telephone room supervisor.

* * *

REID BUNDY, managing editor, *Palos Verdes* (Calif.) *Peninsula News*—winner of the 1975 Americanism Gold Medal, presented in memory of the late JOHN KNEZEVICH, founder-publisher of the paper.

Dennis E. Mulligan has been appointed general manager of the *Boston Herald American* and *Sunday Advertiser*, Robert C. Bergenheim, publisher, has announced. Mulligan succeeds Allen Swartzell, who resigned to be an associate director of the American Press Insitute in Reston, Mulligan has been general manager of Capital Newspapers in Albany, New York, for two and a half years. Capital Newspapers, which publishes the *Times-Union* and the *Knickerbocker News-Union Star*, is a sister unit of the Herald American in the Hearst Newspapers group. Mulligan, 35, is a native of New York City and a graduate of Villanova University. He was with Haskins & Sells, certified public accountants prior to joining Capital Newspapers as assistant controller in 1966.

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* * *

DAVE STORY, general manager, *Frederick* (Okla.) *Daily Leader*—named general manager of the *Guymon* (Okla.) *Daily Herald* to succeed WILLIAM SERCOMB, who has retired. LARRY ADKISSON, formerly advertising director of the *Okmulgee* (Okla.) *Daily Times*—takes over Story's former position. All papers are owned by Donrey Media.

* * *

HARVEY SHAPIRO, assistant editor, the *New York Times Magazine*—named editor of the *New York Times Book Review*. He succeeds JOHN LEONARD, now chief cultural correspondent of the paper. RICHARD LOCKE, assistant editor of the Review—named deputy editor.

* * *

WILMA MATKIN, reporter-special writer, *Tulsa* (Okla.) *Tribune*—retired.

* * *

FERDIE DEERING, editorial writer-columnist, *Oklahoma City Times* and *Daily Oklahoman*—given a citation by the American Assn. of Agricultural College Editors.

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in the news

Bruce G. McCauley resigned as vice-president and assistant to the president of New York News Inc. this week to become vicepresident of Daseke & Co., of White Plains, N.Y., a private, NASD-registered company specializing in tax sheltered investments. W. H. (Tex) James, president and publisher of the *Daily News* and *Sunday News*, announced the move in a staff memo and said: "We have enjoyed and profited from our association with Bruce during the past six years and we wish him success in his new endeavors."

McCauley told EDITOR & PUBLISHER his reasons for the change were "twofold".

"First, the assignments I set out to accomplish at the News have been completed. Second, for the last three years I have become increasingly interested in the tax shelter field and will now be able to devote my full time to it."

It has been his observation, McCauley stated, that the "efforts of most newspaper executives are so concentrated on improving the profitability of their companies that they are unable to devote sufficient time to planning for their own personal investment needs."

He believes most publishers feel certain they're paying more personal income taxes than would be legally necessary. "However, most executives do not feel knowledgeable enough in this specialized field," McCauley said, "nor do they know where to turn to obtain competent, trustworthy assistance in locating financially sound tax sheltered investments."

McCauley's newspaper career includes seven years as manager and chief executive officer of *The Christian Science Monitor*, prior to which he was on the management of the *Honolulu Star Bulletin*. He is a member of the Government Relations Committee of ANPA and the Institute of Newspaper Controllers and Finance Officers.

A former member of the engineering and business faculties of the University of California at Berkeley, McCauley recently became registered with the NASD as a principal officer. He is also a registered professional engineer and a long-time member of the National Association of Accountants.

* * *

KEITH MCKNIGHT, investigative reporter for the *Dayton* (Ohio) *Journal Herald*—named Columbus bureau chief. He succeeds HUGH MCDIARMID, now Lansing bureau chief for the *Detroit Free Press*.

* * *

RONALD MORIN, production superintendent, *St. John Valley Times*, Madawaska, Maine—elected senior vicecommander of the Dept. of Maine American Legion.

* * *

KENNETH CAMPBELL, former reporter with the *Boston Globe*—named chief of press relations, Massachusetts Bay Transportation Authority.

* * *

ROBERT ROSNER, account executive, R. D. English Advertising, Philadelphia—named sales representative for N.Y., N.J. and all New England for CASS Student Advertising.

* * *

GILBERT SELZNICK, former publisher of the *Toms River* (N.J.) *Reporter*—head of a new sales consulting service of George J. Cooper Associates.

* * *

Promotions at the *St. Louis* (Mo.) *Post-Dispatch:* RONALD D. WILLNOW—from city editor to news editor; ROBERT S. POSEN—from makeup editor to day city editor; WILLIAM H. KESTER—from financial editor to financial columnist; L. BREWSTER—assistant city editor to financial editor; FRANZ J. WIPPOLD—associate wire editor to wire editor.

* * *

WILLIAM J. KEATING, president of the *Cincinnati* (O.) *Enquirer* — recipient of an honorary doctor of laws degree from the University of Cincinnati.

* * *

LLOYD Q. SWENSON—to assistant production manager in charge of pressroom and stereotype operations for the *Chicago Sun-Times* and the *Chicago Daily News*. He has been assistant pressroom manager of the *Miami* (Fla.) *Herald*.

* * *

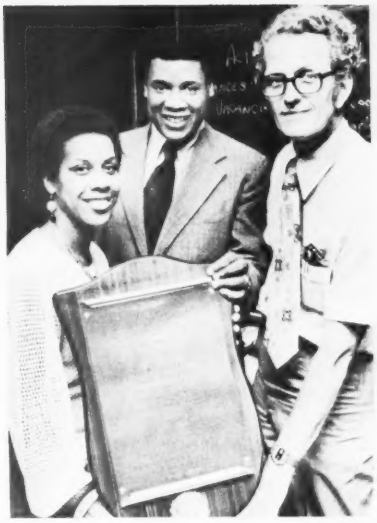
HERSHEL JORDAN, assistant production manager, *Oklahoma City Times* and *Daily Oklahoman*—named production manager to succeed ROBERT SPAHN, now president of Southern Production Program, Inc. and Newspaper Research Center, Oklahoma City.

* * *

RICHARD MERRILL, retail advertising manager, *Dallas Times Herald*—named display advertising director.

* * *

BARCLAY BOLLAS, assistant director of public information, Princeton University and former reporter-photographer with the *Peekskill* (N.Y.) *Evening Star*—named national news editor of the Boy Scouts of America.



Joan Whitlow, left, medical editor of the *Newark Star Ledger*, receives the annual community service plaque, presented by the Board of Concerned Citizens of the College of Medicine and Dentistry of New Jersey. Presenting the award are Earl Phillips, center, chairman of BCC, the college's community advisory group and director of public housing for Newark, and Stanley S. Bergen, Jr., M.D., president of the college. Ms. Whitlow was cited for "professionalism" and "humanism" and her positive contribution to "the advancement of health, hospital care and medical and dental education" in Newark and throughout the state.

* * *

ERIK WATT, managing editor, *Oshawa* (Ont.) *Times*—named editor of the *Sudbury* (Ont.) *Star*.

* * *

LLOYD BURNS, general manager of the N.J. Press Association—honored for 25 years of service at a recent NJPA Summer Conference.

* * *

LIZ CARPENTER, former press secretary to Mrs. Lyndon Johnson, and WALTER CRONKITE, CBS newsman—honored with awards by the Speech Communication Assn. at the University of Texas in Austin.

* * *

ROBERT SIMON, former ad director for the *Los Angeles Herald-Examiner*—named Los Angeles office manager for Branham/Newspaper Sales. He replaces GARRY PAYNE, resigned to enter business in Utah.

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Direct imaging by jet-ink transfer reviewed

The capabilities and potential capabilities of the Mead Dijit™ (Direct Imaging by Jet Ink Transfer), are again under company review after a demonstration of ink-jet printing at the recent ANPA/RI Production Management Conference in Houston (E&P, June 21).

The system affords the opportunity to modify or completely revamp the content, graphic appearance or format faster and at lower cost than any other impact or non-impact method of imaging, according to Mead Corporation, Dayton, O.

Dijit provides unparalleled degrees of speed and precision in image generation through a liquid stream principle. This stream breaks down into a random pattern of individual droplets when forced through a small opening.

In addition, the exact size droplet and the interval between can be precisely regulated by vibrating the stream with ultrasonic energy. Applied to a stream of ink, the result is a remarkably uniform and easily-controllable stream of ink droplets.

The second principle is that such droplets can be electrically charged or left neutral. When so charged, individual ink droplets can be controlled or manipulated with the speed and precision of a digital data processing system. These two principles, applied to a single jet of ink, led to the breakthrough that made Dijit a reality.

Following careful experimentation with a single jet imaging system, Mead engineers developed a system that utilized an array of individually controlled ink jets, each capable of generating more than 50,000 uniform, evenly-spaced ink droplets per second.

The Dijit system combines two basic principles to generate and direct minute ink droplets towards a moving web of paper and control them to form desired, programmed images on the paper as it speeds past a parallel array of small ink jets.

The microscopic ink droplets are created by forcing an ink stream through a small orifice under high pressure. In doing so, the basically unstable ink stream follows its natural inclination to break into random droplets. To overcome the non-uniformity of these droplets, the Mead Dijit system exposes the jet streams to a preferred ultrasonic frequency at which the droplets break up into uniform droplets.

These droplets are then channeled through cylindrical electrodes. By applying an electrical potential between the electrodes and the ink jet streams, a charge can be applied to each drop. On command of the data system, the electrodes are switched between ground and an electrical potential. This permits the selective charging of droplets.

The charging and non-charged droplets are then passed through a high voltage field. Charged droplets are deflected and collected in a grounded "catcher" and are pumped back to the ink reservoir. Uncharged drops continue to the paper surface to form printed images.

Typically, a jet diameter of 50 microns (0.002 inches) at a velocity of 10 meters/second (30 ft/second) and a drop break-up frequency of 50 kilohertz are employed in the system.

Ink jet orifices

The newspaper prototype demonstrated in Houston utilizes 512 of these ink jet orifices spaced 500 microns (0.02 inches) apart in two parallel rows covering a width of 13 cm (5.1 inches) to produce a complete image after a single pass of the paper.

The corresponding electrode tunnels in the system are located in a single charge plate. Each tunnel is connected to the data distribution unit by separate leads contained in multi-conductor flexible cables. In effect, the programmed data unit makes 25 million charge/non-charge decisions each second.

The deflection system in the prototype is comprised of a thin ribbon stretched between the two rows of ink jets. Stimulation of the ink is accomplished via a single piezoelectric transducer which vibrates the jet orifice plate at the preferred frequency.

Mead Dijit forms the characters to be imaged by printing dots on one axis along the parallel arrangement of ink jets and on the other axis utilizing the motion of the paper past the jets. Matrix density across the web is 40 dots/cm (100 dots per inch). Images are created by permitting specified dots formed by the uncharged droplets to print on the paper typically in an 8 x 16 matrix. A 7 x 11 matrix is used for the monopaced character images, with the remainder withheld for spacing.

The data system which controls the imaging process contains both an input tape drive and a process control computer.

Since the printing speed is relatively high, 45,000 lines of character/minute (600 fpm), data rates are equally demanding. The Dijit system displayed at Houston, for example, requires data to be supplied at a rate of more than 6 million bits per second.

This rate, however, is significantly reduced when printing alphanumerics by employing character generators to respond to coded input data. The two row jet configuration requires a data relay to the electrodes while the paper travels between the two rows. The system has been designed to handle data faster than on-line mode maxi-computers can output it. To match this demand it utilizes buffer magnetic tape storage to maintain speed.

Fluidics system

Other system components of the newspaper prototype are an operator control console at which instant changes in content can be made, a fluidics system which controls the flow of ink, flushing fluids, and air, and the power distribution module which requires a 117v/208v, single phase, 60 Hz, 30 amp power supply. Paper handling on this configuration is roll to roll.

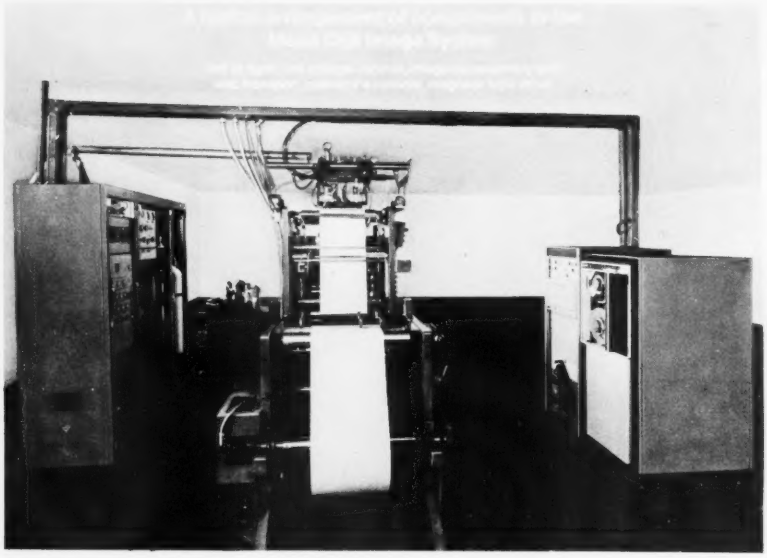
The resulting system is a non-impact, programmable, plateless, variable text printing method that can print up to 48,000 characters per second and 45,000 lines per minute at paper web speeds of over 600 fpm. non-contact in nature, Mead Dijit can print on materials ranging from paper to plastics and textiles.

The next step in the development of the newspaper application of Dijit is to increase the speed, ink bar width and quality.

Dijit imaging bar

This work is already underway, according to Mead. Feasibility studies have shown that extending the ink bar width to accommodate newspaper formats is possible. The speed of the Houston prototype has also been significantly exceeded in laboratory tests. Ink jet density and the resulting increase in quality of alphanumerics and graphics, are also under study by Mead engineers. Technology for multiple color

(*Continued on page* 21)



Times computerizes mailroom plant

The Sta-Hi division of Sun Chemical has announced that its computerized mailroom system, News-Trac, has been selected for installation at the *New York Times* satellite printing facility at Carlstadt, N.J.

News-Trac is a bundle distribution system that has the capacity of 165 bundles per minute and provides complete accountability, with print-out, of every bundle, from the time it enters the system until it is loaded in the truck.

In the bundle system a series of interlocking carts move at 250 feet per minute on a continuous loop of track between mailroom and dock. The control of the system is done from an electronic console which can be operated manually or from magnetic tape.

•

Coast paper installs in-line stuffer

The *Walnut Creek* (Calif.) *Contra Costa Times*, a Lesher Newspaper Group member, has installed a Model 220 in-line newspaper stuffing system from Muller-Martini Corp.

The new system is connected to a Goss Metro press and has a maximum production capability of 60,000 papers per hour. The newspaper utilizes daily the system for direct, press-speed stuffing of up to three inserts in its four lines of inserting equipment. Additional inserts are prestuffed throughout the week and reinserted into the main paper as a package.

The Muller-Martini inserting machine includes a new disc feeder that handles main sections of up to 96 pages.

(*Continued from page* 20)

capabilities is well underway following the development of Mead's Digital Graphics Generator which uses the same Dijit principles for multi-color reproduction in the medical, environmental and aerospace fields.

Conference participants were shown how Dijit personalized geographic editions during a press run. Three locations of one-column of a front page were printed by the device on a simulated front page of the *Richmond* (Va.) *Times-Dispatch*.

The first location contained the names of the target geographic area. The second location contained an index of news and feature stories of special interest to readers in that geographic area. The third location contained an index of advertisers, convenient to residents of that area.

Without stopping the press or slowing the paper transport, printing shifted from one zoned edition to another. With press runs coordinated with circulation data, Dijit can be programmed to print the exact number of zoned editions required for a press run.

Custom editions

The demonstration was intended to establish the feasibility of providing area readers and retailers with custom editions. Dijit provides this capability with virtually no added production costs.

In addition, Dijit allows these tailored editions to be produced with normal pressroom manning and without replating.

The system capability for reproducing graphics as well as alphanumerics will have wider application as software design becomes available. Ultimately the system will be available to print large webs. Conceivably Dijit could someday offer newspapers a means to customize every subscriber's copy of the daily news, giving each one the scope of coverage he wants in national, local, sports, business news and even comics.

Much closer at hand, though, is the commercial use of the fully-automated system for full newspaper page composition—text and graphics—which Mead is currently developing in cooperation with Media General Inc., publishers of the Times-Dispatch.

•

Camera conversions

Camera conversions are underway at the *Kansas City* (Mo.) *Star & Times* to accommodate new ad sizes following the newspapers' switch to a 6-column format and narrowing of the web from 59 to 55 inches.

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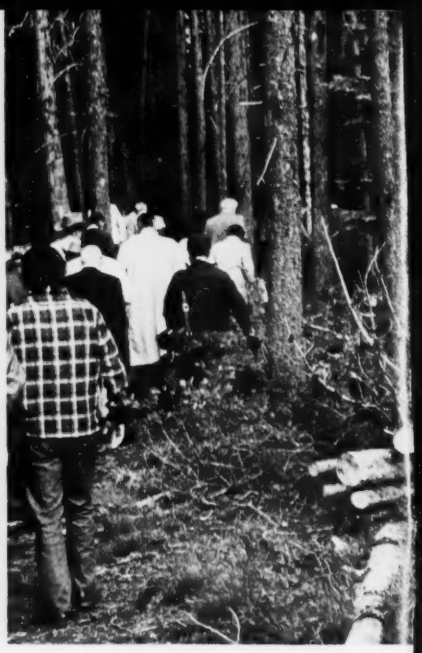


IN 8:30 MOUNTAIN MORNING CHILL, the energy and ecology seminars for photographers were launched from Colter Bay amphitheatre at Jackson Hole after a few words from moderator John Durniak, Time Magazine, and John Morris, New York Times Newspictures. A short hike through the woods brought seminar groups to lecture leaders waiting on the shore of the bay.

Jackson Hole setting sharpens focus on energy, ecology news

By Lenora Williamson

The setting was ideally suited for the radical change of focus during annual education seminars of the National Press Photographers Association convention.

Some 400 members, their families, and guest speakers were in Jackson Hole, Wyoming, and there was no traditional education day roster of photographers presenting slide shows of their own work.

Instead, special education activities were to run two days, president William Strode directed, and were to focus on major issues he sees facing photojournalists in the coming decade — energy and ecology.

Officers and education chairman Cornelius Keyes of Arizona State University managed to gather in for several convention days nationally known advocates of various theories for energy conservation and development in the quarter century before the year 2000, including photographers whose pictures are world famous but who were there to talk energy/ecology content and philosophy and not photography technique.

And in a program coup, they got the presence and engrossed participation of the lunar module pilot for Apollo 8 mission to the moon—William Anders, who now has the controversial, challenging job of chairman of the Nuclear Regulatory Commission.

The convention program was on subject target.

The shots taken by some speakers, especially Dr. Barry Commoner of Washington University's Center for Biology Natural Systems (St. Louis) at the nuclear breeder reactor as a key power source for this century, preceded by a weekend release of the Energy Research and Development Administration's new blueprint emphasis on a power source mix of solar energy and the breeder and nuclear fusion.

Energy and ecology headlines filled newspapers the next week — and in Western area papers also had the added issue of the plans to mine the West's reserve of coal, coyote poisoning on federal lands, water issues, and ironically, on page one of the *Jackson Hole News*, a box announcing a spraying program aimed at eliminating the Jackson Hole mosquito with explanation that the entire operation would be

A TREE STUMP makes a handy, bayshore podium for William Garrett, National Geographic Magazine.

WHICH WAY DID THE SEMINAR GO? —Joseph Costa (right), first president of NPPA, and George Shivers, Eastman Kodak director of press photography markets, may be debating which trail to which outdoor lecture during the ecology sessions.

A MAJESTIC BACKGROUND was provided for Eliot Porter's informal conversations with rotating groups of photographers.

RICH CLARKSON, Topeka (Kans.) Capital-Journal, incoming president of NPPA, arrives early for Colter Bay orientation.

monitored by the Environmental Protection Agency.

Which is not to say that the people in those parts don't need some protection from those mosquitos. Members of the outdoor seminars seated on logs around the shore of Colter Bay area got their introduction to the giant creatures, especially in the swampy site chosen for Steve Wilson's talks. Wilson has recently completed a project on forests for the EPA's "Documerica."

For the outdoor seminars at Colter Bay, the photographers were bussed to an amphitheater where John Durniak, *Time Magazine* picture editor serving as moderator, said the photographers had a Number One obligation to learn about environmental problems—to read and attend lectures and "be an expert at your paper on problems of environment." Wilson, shirt tail hanging beneath a jacket, had his back to the water's edge as his listeners faced the spectacular natural view of water and mountains. They heard the photographer warn that the bills are going to start coming due on the "credit card of earth" and emphasize basic biological inter-relationships. He told his audience environmental assignments require homework and research and that "more thinking than camera" is required. No longer photograph things" so much as "relationships," Wilson asked.

INTENT SPECTATORS before their own presentation were W. Eugene and Aileen Smith, winners of the 1975 World Understanding Award in the Pictures of the Year event.

Photos for E & P by Robert Kadel, Terre Haute (Ind.) Star.

JOE KENNEDY, Los Angeles Times, new vicepresident, deep in thought during a group seminar.

William Garrett, senior assistant editor for *National Geographic*, one of the seminar leaders, cited a Geographic survey revealing that environment/wilderness stories are most in demand. "Exotic far away places have disappeared . .."

While telling photographers they should create and generate more of their own assignments, Garrett warned, "Don't become pedantic, shooting the same picture over and over."

From his seat on a log during Garrett's comments, Gifford Hampshire, project director of the Environmental Protection Agency's Project "Documerica," observed that editors are frustrated over lack of expert, relevant pictures and urged that photographers come up with specific kinds of photographs they could talk about; then make them, and throw them on the editor's desk.

Eliot Porter, known for his large format photography much of which has been published in Sierra Club books, was the third seminar leader and was pressed by Bill Strode, *Louisville Courier-Journal and Times*, to give photographers advice on relating his experience in major national conservation efforts (Grand Canyon, among them). Porter said instead of just running a story about what is happening, "Unearth the story before it happens . . ." and the information could be used preventively.

In a friendly exchange from the audience, it was pointed out that Porter's Grand Canyon photographs were not used in opposition to the dam. He replied that the dam was well under way before his book and that he felt the value of his photographs now were "historic" and would emphasize "Don't ever do this again" to an area "unique" in the world.

Later in the day at the amphitheater, photographer Steve Northup said that the Alaskan pipeline story is "a serious

(*Continued on page* 24)

L.A. Times

(*Continued from page* 12)

dealerships as going concerns, including their customers and goodwill, to a person who meets reasonable standards; fixing, establishing, suggesting or interfering with the price at which dealers sell their dealerships."

An interesting note in defendant's answer indicates how the mailing of newspapers has virtually been abandoned in the face of rising postal costs and the Times' immediate delivery plan.

The answer says that as an accommodation to certain customers, the Times makes mail deliveries: In Los Angeles County at present, defendant sells 29 papers by mail daily and 33 papers on Sundays.

In Orange, Riverside, San Bernardino and Ventura Counties, a total of 52 papers are sold by mail daily, 13 on Sundays.

No store agreements

Defendant admitted that it prints on each copy the price at which defendant desires that stores and carriers . . . sell copies of the Times to the public. The Times contends it has not entered into agreements with stores and carriers who purchase from dealers requiring the stores or carriers to sell the Times at the price printed on the paper.

The answer also contends that circulation is of controlling importance to defendant for the reason that advertising rates are directly related to circulation and that all newspapers reflect circulation in their advertising rate structures.

The answer continues: "For that reason, it is essential to defendant that the circulation of the Times be as high as possible, not because of revenue obtained from the sale of newspapers, but because of the revenue obtained from the sale of advertising.

". . . Unless its home delivery and street sale dealers are assigned a specific territory in which their agreements apply, there is no way to insure that every potential reader of the Times has a readily available source from which to obtain the newspaper."

The reason dealers were given the right to sell the Times in given areas, among other reasons, was to provide the dealers with a direct financial incentive to enlarge their coverage in their areas, since the dealers are paid a specific amount for each customer if and when they terminate their agreements with defendant.

The Times would not have been able to use this incentive if its dealers were subject to loss of their investments because of the solicitation of their customers by other dealers, the answer asserts.

Control of territories was particularly necessary at the time the paper's distribution system was being established and developed. This was voluntarily accepted by the dealers when they signed territorial agreements, the answer contends.

With stabilizing of Los Angeles' development and growth, the conditions which in the past necessitated the control of territories may no longer continue to the extent that they did in the past, it continues.

For that reason, defendant determined prior to the institution of the dealers' lawsuit that restrictions on territories could be eliminated and it removed restrictions and informed all dealers with respect to territory in writing that they are free to sell wherever they wish.

The Times said this method of distribution used by it has been common throughout the newspaper industry for long periods of time and that newspapers of all sizes utilize a system (for delivery of papers) to specified geographical areas and the making of agreements for the confining of efforts to those areas.

Further, the defendant admits that home delivery agreements have been amended to realign the areas to which agreement applied. Such modification in territories became necessary because of the vast and rapid expansion of population and the marketing area of the Times and when it became apparent that a dealer could not adequately service his territory. Such modifications were accomplished only after full discussion, and in most cases agreement, with the dealers whose territories were affected, the Times said.

Another admission by the defendant is that in some cases it establishes different rates for purchase by its home delivery dealers and street sale dealers. These rates reflect the different buying patterns, terrain, housing patterns and delivery and collection problems found in the various areas in which the Times is distributed.

The defendant insists that dealership agreements which are contested in the injunctive relief suit were entered into voluntarily by all dealers, including plaintiffs, and that all the practices of defendant contested in the action were carried out with the full knowledge, consent and participation of all dealers, including plaintiffs.

Both sides asked awarding of cost of suit and the plaintiffs want reasonable attorneys' fees.

Photographers

(*Continued from page* 23)

story, not being covered well." He was on assignment for Time in Alaska, and said that "our story was like everybody else's." He admitted the pipeline story is expensive to cover but asked for more people, with more time for a longer look, and better stories.

W. Eugene Smith, winner of the 1975 World Understanding Award in the NPPA-Missouri-Nikon sponsored Pictures of the Year, spoke on the closing day of the convention giving background on his three-year story on the mercury poisoning of inhabitants of the fishing village of Minimata, Japan.

CHUCK SCOTT, Chicago Tribune picture editor and winner of the Sprague Award, and William Anders, chairman of the Nuclear Regulatory Commission, during a lighter moment at Jackson Hole, Wyoming convention.

Smith gently said he did the story on his own "after every major publication" turned him down. "Pollution in Japan? Good God, no" was the editorial answer. Since the award and the book publication Smith commented that all those publications have run excerpts, interviews or statements from the book.

"I have not lost my passion and involvement with journalism, and we have to measure up to its responsibilities," Smith interjected.

"I dont' let emotion overrule journalistic responsibilities," the photographer said, even though he "knew pretty well where his heart was" in the tragic story of the physical effects of mercury discharged into the village waters.

It was after Smith was attacked and seriously injured for taking pictures of victims that public sympathy for Minimata was aroused, he believes. Before that, he said politicians would come down briefly and bring a group of newsmen, and the story behind the headlines was not being told.

Smith was presented with a Humanitarian Citation by the awards committee during the convention honoring "one of the most remarkable careers in photojournalism."

Wyoming state senator John Turner, known for his study and extensive photographs of the America Bald Eagle, was among the speakers as was Frank Craighead, known for his scientific and photographic work on the Grizzly Bears.

Special citations, in addition to awards announced previously (E&P) July 19, went to Cornell CAPA, International Center of Photography, New York City; Marcie Robbins, coordinator of Nikon Professional Services; Fred Matthes, *San Jose*, Calif. *Mercury-News* for his work on the student chapter program; H. Rodman Moyer, staff photographer, Phoenix Newspapers, sustaining membership program Don Poush, Silverton, Oregon, for best regional newsletter; Charles G. "Pat" Hall, director of Wyoming Bicentennial Commission, chairman of the convention, and to Mrs. Hall for her assistance in the convention planning.

Scripps-Howard News Service now available outside group

A major news, feature, and editorial service for U.S. and foreign publications will become available worldwide July 28 when the Scripps-Howard News Service is offered to newspapers outside the 17-member group for the first time.

An average of eight stories move over the wire six days each week and will be provided subscribing newspapers on a six-level, computer-oriented wire.

Earl Richert, editor-in-chief of Scripps-Howard newspapers, told EDITOR & PUBLISHER, "Our national and international wire will offer newspapers the type of enterprise reporting, tight editing and people-oriented material relevant to today's newspaper requirements for a supplemental news service."

Sales and distribution of SHNS, based in Washington, will be handled by United Feature Syndicate, headquartered in New York.

William C. Payette, president of United Feature Syndicate announced that Garry Short, formerly sales manager of the Los Angeles Times Syndicate, will coordinate the sales campaign for Scripps-Howard News Service.

In his new position, Short also will play an important role in marketing North American Newspaper Alliance and Women's News Service, which are now subsidiaries of United Feature Syndicate, and the London Express News Service.

"Newspaper needs for a supplemental news service are drastically different today from what they were in the past," Short said. "The Scripps-Howard report distinguishes itself from others in the way the product originates. SHNS is hunched and assembled independently of any one newspaper's editorial preference. It is aimed at maximum interest for newspapers of varying sizes in geographically different areas."

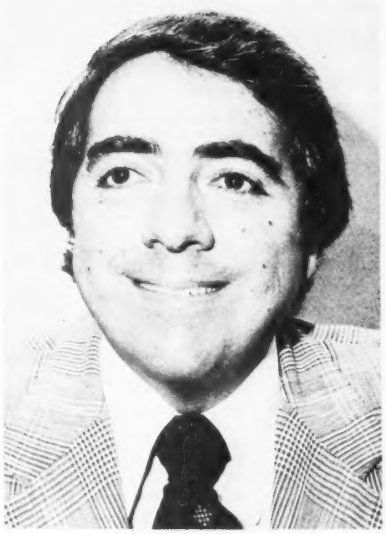
The backbone of the Scripps-Howard News Service report consists of hard-news exclusives, backgrounders, topical features, editorials and columns, Jack Steele, editor of the Scripps-Howard News Service, said.

Steele said the report also includes series of three to five articles on subjects of high reader interest, question-and-answer features on complex issues, commentaries (sometime first-person) spicing up news or op-ed pages, and several weekly regulars. Among the latter are "White House Watch," a report by Ted Knap on the presidency; "Critic's Corner," a free-wheeling commentary on theater, literature, and the arts by New York-based Norman Nadel; and a column by George Plagenz on religious trends and controversies.

Richert and Steele supervise a national, international and regional staff of 42, and also call on local Scripps-Howard personnel for regional reports and nationwide roundups for the Sunday through Friday wire. The news staff is under the supervision of managing editor Milton Britten, veteran Washington correspondent and news executive.

The Scripps-Howard News Service, NANA, Women's News Service, London Express News Service and all text features from United Features are available electronically by the six-level TTS wire leased by United Features, Short said.

"We call it electronic feed because any or all of our material can be transmitted from our computer directly into any newspaper's computer, and for relatively little expense."



Garry Short

New, six-level Extel printers are available for papers which want hard copy. The services also are available by high-speed Data News or by mail.

John J. Carroll, UFS sales manager, said all Scripps-Howard News Service copy will move to subscribing newspapers between 5 p.m. and 1 a.m. Eastern time while NANA, Women's News Service, London Express and United Features' syndicated copy will move at other times on the 24-hour wire. Client newspapers will receive only the material to which they subscribe. Other material will bypass non-subscribing newspapers through the use of selector devices.

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Account supervisor

Carole Book has been named account supervisor of the Detroit Free Press and Knight-Ridder newspapers for D'Arcy-MacManus & Masius

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Apollo-Soyuz

(*Continued from page 9*)

Houston aerospace writer; John Lumpkin, assistant bureau chief in Dallas; Max Skelton, Houston correspondent; Garth Jones, of Austin; and Mike Cochran, of Ft. Worth. Mike Duffy from the AP's general desk in New York went to Houston, Johnson said, because he speaks Russian and was a backup for translations. Also at the Cape were Jim Bourdier, Miami news photo editor, and Jim Kerlin, Miami photographer. In Houston: Dallas photo editor Dave Taylor, Ed Kolenovsky, Bob Jarbo of Dallas and Ted Powers of Austin did camera coverage.

Ann Weeks, one of NASA's newsroom editors, said "coverage has been fantastic." She is clipping front page stories, pictures, columns (including those by William Buckley), cartoons and feature stories by the press on the space flight.

Hugh Harris, chief of public information for NASA's Kennedy Space Center, said, "things went beautifully. Stories were very positive. There were some negative stories which came from reporters who were not here. I've seen clippings from hundreds of papers. Some of the writers fell into a misconception that the manned part of the space program is the only part." About 40 NASA people served the press needs at the Cape around July 15. The working press center was 25 miles from the launch at Cape Canaveral, but reporters were able to view the launch at a press site.

While foreign journalists did not work out of the Soviet Mission Control Center at Kalingrad, 25 miles outside of Moscow, newsmen were taken on a tour July 12 of the control center. The Baikonur launch site was off-limits to the U.S. press.

It'll be four years, 1979, until the next U.S. manned flight: The first test of the space shuttle. The following year the U.S. will launch a shuttle for nine European nations.

But the big year should be 1983. Then NASA will be testing its shuttle that will allow amateur astronauts, including women and minorities, Howard Benedict of AP adds, "I've already volunteered. Got my ticket in."

Past Week's Range of Stock Prices

NEWSPAPERS	7/15	7/22
Affiliated Publications (AMEX)	7¼	—
American Financial Corp. (OTC)	12⅝	12⅝
Booth Newspapers (OTC)	25¼	24¾
Capital Cities Comm. (NYSE)	43	41
Com. Corp. (OTC)	2½	2½
Cowles Comm. (NYSE)	8⅞	8⅛
Dow Jones (OTC)	29½	28
Downe Comm. (OTC)	3	2½
Gannett (NYSE)	38¼	36
Gray Comm. (OTC)	7¼	7½
Harte Hanks (NYSE)	18¼	18⅞
Jefferson-Pilot (NYSE)	37⅜	33¼
Knight-Ridder (NYSE)	32¾	29½
Lee Enterprise (AMEX)	19	19¼
Media General (AMEX)	32¾	32¾
Multimedia (OTC)	15¼	15
New York Times (AMEX)	15⅛	13⅜
Panax (OTC)	2½	2½
Post Corp. (WISC.) (OTC)	7	8
Quebecor (AMEX)	5½	5½
Southam Press (CE)	26	26
Speidel (OTC)	18	17¾
Thomson Newspapers (CE)	13	14⅛
Time Inc. (NYSE)	60	57⅜
Times Mirror (NYSE)	19¼	19¼
Toronto Star (CE)	—	13⅛
Washington Post (AMEX)	28½	27⅜
SUPPLIERS		
Abitibi (CE)	11¼	11
Addressograph Multi. (NYSE)	8¼	7⅞
Altair (OTC)	2¼	2⅜
Ball Corp. (NYSE)	19⅛	19
B. C. Forest (CE)	16½	17
Berkey Photo (NYSE)	4¼	4
Boise Cascade (NYSE)	27⅛	25
Compugraphic (AMEX)	16	16
Compuscan (OTC)	10⅜	10
Crown Zellerbach (NYSE)	36⅝	37⅞
Cutler-Hammer (NYSE)	30¾	30⅛
Dayco (NYSE)	11⅝	11
Digital Equipment (NYSE)	121	114
Domtar (AMEX)	23¾	23
Dow Chemical (NYSE)	92	84⅜
Dymo (NYSE)	11⅞	11¾
Eastman Kodak (NYSE)	104	95¾
Ehrenreich Photo (AMEX)	6⅞	5⅞
Eltra (NYSE)	35¾	33½
General Electric (NYSE)	50⅜	49⅜
Georgia Pacific (NYSE)	47¾	45½
Grace, W. R. (NYSE)	28¾	28⅞
Great Lakes Paper (CE)	23¾	23
Great No. Nekoosa (NYSE)	36⅝	37
Harris Corporation (NYSE)	27	25⅝
Inmont (NYSE)	8⅝	7⅞
International Paper (NYSE)	51⅞	50⅝
Itek Corp. (NYSE)	13½	12⅜
Kimberly Clark (NYSE)	30¾	29⅞
Log Etronics (OTC)	3¾	3⅝
Logicon (OTC)	4½	4½
MacMillan, Bloedel (CE)	22⅞	21⅞
Milgo Electronics (AMEX)	22	22⅞
Millmaster Onyx (AMEX)	18	18
Minnesota Min. & Mfg. (NYSE)	60½	60
Optronics International Inc. (BSE)	10½	9½
Richardson (NYSE)	10¼	10
Rockwell Intl. (NYSE)	24⅝	24⅜
Singer (NYSE)	15½	15¼
Southland Paper (OTC)	18½	18¾
Southwest Forest Ind. (NYSE)	8¾	8
Sun Chemical (NYSE)	12⅝	11⅜
Wheelabrator-Frye (NYSE)	22¾	20⅝
White Consolidated (NYSE)	22¾	22
Wood Industries (AMEX)	4⅜	5½
ADVERTISING AGENCIES		
Batten, Barton Durstine, Osborn (OTC)	17½	17½
Doremus (OTC)	6⅜	7
Doyle, Dane, Bernbach (OTC)	12¼	12⅝
Foote, Cone, Belding (NYSE)	8⅝	8½
Grey Advertising (OTC)	8	7⅞
Interpublic Group (NYSE)	18⅞	18⅜
Needham, Harper & Steers (OTC)	5½	5⅞
Ogilvy, Mather (OTC)	20½	20½
J. W. Thompson (NYSE)	8½	8
Wells Rich Greene (OTC)	10	10

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1 BERKEY 2 KW printer, $500. Also some spare parts available.

Contact R. Matson, Schenectady (N.Y.) Gazette, (518) 374-4141.

TWO IBM SELECTRIC composers and 3 MT recorders model 625 with desks. Also paper tape reader for converting AP or UPI paper tape. 30 fonts of type with approximately 36 mag tape cassettes. 4 years old and maintained by IBM. Call Bob Bannister, The Times Record, Brunswick, Maine. (207) 729-3311.

FOR SALE—2 Harris 1100 VDT's serial #362 and #363 with spare parts. 1 CompStar 190-H serial #192-1-103H. 5½-8-9-10 point lens and parts. 1 Vistatype 175 6-level tape reader. 2 green Fairchild perforators models TPE 211, serial #12729, 12736. 1 Burpee punch. Phone John Brooks, (614) 345-4053.

VANDERCOOK
POSI-PROOF
Brand new machine, full page proofer used for demo purposes less than 10 hours. Will sacrifice for quick sale. May be seen here on our floor. Graphic Export, 75 W. Dedham Street, Boston, Mass. (617) 267-5390.

JUSTOWRITERS — COMPUGRAPHIC 2961—3800.00, 2971TL—4600.00. Keyboards—1200.00. FHN Business Products, Church Road, Mt. Laurel, N.J. 08057. Ph. (609) 235-7614.

ENGRAVING

PLATE PROCESSOR for magnesium. Dow manufacture. Good condition. $2500. (815) 568-8018.

1—MICRO-DYNE Automatic Plate (dual) Processor, with Descum Unit, wash out unit and console panel. Machine put in service in 1973. Original purchase price $48,250. Converted to photopolymer plates in 1974.

1—DEWITT OZZIE Plate Printing Frame (negative).

1—DOWETCH Plate Processor, new 1973.

For information, call Walker Young, Purchasing Director, The Virginian-Pilot & Ledger-Star, Norfolk, Virginia. (804) 446-2450.

MAILROOM

NEW PLASTIC HOOK for motor routes and carrier delivery. Seconds to install. No tools necessary. As low as 88¢ complete. Advertising Distributors, Box 98, Webster, Mass. 01570.

WE MOVE MACHINERY! Move your used equipment out of your plant with E&P classifieds. (212) 752-7053.

EQUIPMENT & SUPPLIES

NEWSPRINT

ROLLS ALL SIZES—BEHRENS Pulp & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

NARROW WIDTH ROLL USERS. If you use rolls 26" wide or less, I offer a continuous supply of trim rolls, perfect paper, in your size at a large savings. 32 lb. colored news trim at still larger savings. Box 550, Editor & Publisher.

PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.
Call or write:
PORTAGE (216) 929-4455
Box 5500, Akron, Ohio 44313

PRESSES & MACHINERY

COTTRELL model 1650, 4 units. Double folder. Cost one million dollars. Bargain price $140,000. FAIRCHILD COLOR KING 4 unit, $32,000. BEN SLAVKIN, 730 E. Pico, Los Angeles, Calif. 90021. (213) 749-7197.

GOSS SUBURBAN presses and units
Goss Metro 4 units, 1968
Goss SU folder and quarter fold
Cottrell V-15 presses and units
Fairchild Colorking 5 units, 1968
Fairchild Newsking 4 units, 1966
MACHINERY WANTED—We will purchase used Web machinery and allied equipment for cash.
IPEC INC.
401 N. Leavitt Street
Chicago, Illinois 60612
Phone: (312) 738-1200

4 UNIT GOSS SUBURBAN press, 1960 model, with folder and quarter folder, 30hp motor with Fincor electrical drive, $55,000. 2 UNIT SUBURBAN, 1960 model, with folder and quarter folder, 20hp motor, Fincor electrical drive, $30,000. Will sell as 6 unit with 2 folders for $70,000. Call (206) 255-1777. Production Company, 4232 Jones Ave. N.E., Renton, Wash. 98055.

WANTED TO BUY

USED GRAPHIC ELECTRONICS PHOTO-LATHE. Running condition. Will pay $500. Mr. Levous, (305) 754-3233. 45 N.E. 54 St., Miami, Fla. 33137.

TWO CoRecTerm 100 Video terminals, $4000 each, good condition. Yukon News, 211 Wood, Whitehorse, Yukon, Canada YIA 2E4. (403) 667-6285.

THE PAWTUXET VALLEY DAILY TIMES is looking for drive gears for a Goss Standard Tube Press. Please contact Ted Holmberg, Publisher, at 1353 Main St., West Warwick, R.I. 02893. Ph: (401) 821-7400.

INDUSTRY SERVICES

FREELANCE ASSIGNMENTS

LOOKING FOR TOP FREELANCE HELP? Our subscribers may list ALL their freelance needs—NO CHARGE! For FREE copy, write FREELANCER'S NEWSLETTER, 399 Chestnut Ave., P.O. Box 1535, S. Hackensack, N.J. 07606.

PRESS ENGINEERING & INSTALLATIONS

PRESS INSTALLATIONS, rigging, engineering modifications, rebuilding and removal. Single width to 4 plate wide. Bramble Professional Press Engineering, Rt. 2, Box 2285, McAllen, Texas 78501. (512) 682-7011.

PRINTING CONSULTANTS

WE SOLVE PROBLEMS. Printing Consulting Experts. B. M. Blessing Consulting Service, 4210 Willingham Dr., Columbia, S.C. (803) 787-9908.

Help Wanted...

ACADEMIC

SUNNY, CLEAN AIR, garbage free West Texas metropolitan area seeks candidates at innovative upper level and graduate university; to teach mass communications and speech. MA or above required. Salaries competitive. Send vitae to Dr. James Colwell, Dean of Arts and Education, University of Texas of the Permian Basin, Odessa, Texas 79762. Equal Rights Employer.

JOURNALISM—Print media expert as visiting professor, teacher and advisor. Appointment September 1. Salary negotiable. Send resume to Box 1090, Editor & Publisher.

ADMINISTRATIVE

BUSINESS MANAGER. 15,000 circulation Northwest newspaper has a career position open for a business manager with newspaper experience. Must be able to immediately supervise business office and have strong potential to supervise full complement of non-news departments. Individual selected will report directly to associate publisher and must be able to analyze and determine impact of management decision alternatives throughout all departments. Excellent salary and fringe benefits. An Equal Opportunity Employer. Send resume to Personnel Department, Walla Walla Union-Bulletin, P. O. Box 1358, Walla Walla, Wash. 99362.

CONTROLLER

Zone 5, AM and PM daily has an immediate opening for a controller with potential to become business manager. The successful candidate should have a degree in business administration, experience in all phases of financial management including a working knowledge of data processing, and proven capability in handling people. Top salary and benefits program. Our employes know of this opening. If you believe you can meet our requirements, please send resume including salary requirements to Box 1056, Editor & Publisher.

TWO POSITIONS OPEN: Retirement opens key financial-administrative job, San Francisco-Bay Area's best weekly group. Only consider experienced, high-performance individual, with top-flight credentials.

Production Superintendent for 12-paper suburban weekly group. Cold type, Web Offset. Ideal California location. Take charge of composing through press. Know costs, equipment, people. At least 2 years equivalent management experience, plus craft training. Good pay and fringes. Send resume to: Publisher, SNPI, Box 657, Cupertino, Calif. 95014.

GENERAL MANAGER

Advertising oriented, for nationally recognized suburban weekly, Zone 2. Publisher would like to devote more time to golf and travel. High rewards if your background and aspirations make a "fit". Send resume to Box 1084, Editor & Publisher.

MANAGER with advertising sales/layout experience and ability to edit rural weekly. Growth potential. Write Mr. Brock, P. O. Box 1116, Castle Rock, Colo. 80104.

GENERAL MANAGER—Business Manager Zone 2. Highly specialized weekly. Lot of potential for growth in a profit oriented group. Our people know about this ad and applicants will be protected. Must be aggressive and honest and have a good background that can be checked. Box 977, Editor & Publisher.

E&P Classifieds—
As effective in
the newspaper community
as your newspaper's classifieds
are in your community!

HELP WANTED

CIRCULATION

SMALL MIDWESTERN daily feels stagnated despite good product, wants to blossom with experienced circulation manager. Write full details to Box 1047, Editor & Publisher.

ASSISTANT CIRCULATION MANAGER for The Dixon (Ill.) Evening Telegraph. Experience required. Excellent opportunity for right person. Give qualifications, etc. in first letter. Write to E. F. Jankowski, Business Manager, Dixon Evening Telegraph, Dixon, Ill. 61021.

FUTURE LIMITED?

Aggressive sales and service take-charge person for complete charge home delivery manager on 6-day morning. Field operator experience essential. Future excellent if you can produce. Resume and salary requirements, please, in confidence to Box 1129, Editor & Publisher.

CIRCULATION MANAGER for daily operation in Zone 5. We are looking for an aggressive and experienced leader who can handle a competitive market situation. Send resume to Box 1083, Editor & Publisher.

ASSISTANT CIRCULATION MANAGER

Opportunity to join growing medium size 7-day circulation paper in Zone 3. We seek diversified circulation background with adult sales and youth supervision experience. Salary to $11,000 based on experience and ability, plus profit sharing and good company paid benefits. Send resume to Box 1025, Editor & Publisher.

CIRCULATION MANAGER for small daily near Pittsburgh, Pa. Need a growth oriented organizer who wants to help us grow and knows circulation. Send complete resume and salary requirement in confidence to Howard W. Grimes, News-Citizen, Vandergrift, Pa. 15690.

WANTED: One unhappy district manager. Small Area 5 daily is looking for one district manager who is unhappy with just doing a job. We offer excellent salary and fringe benefits to start plus the opportunity for advancement within one of the nation's foremost groups. If you know how to get things done and want to, reply to Box 1095, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED ADVERTISING DIRECTOR FOR MAJOR METRO DAILY IN A VERY COMPETITIVE MARKET

The person we need must have a strong management background, a record of success in tough competitive situations and the willingness to take on an extremely demanding job. We offer an outstanding salary plus bonuses, generous fringe benefits and the opportunity for further advancement. Most important, the Classified Advertising Director will have a broad mandate to do the job as he or she sees it—authority as well as responsibility are a part of this job. Write to Box 1028, Editor & Publisher.

CLASSIFIED SUPERVISOR—Expanded innovated phone room, opportunity to join large Midwest daily. Excellent pay plan and benefits. Need man or woman experienced and familiar with new electronic techniques, good at training and handling personnel. Real opportunity to progress in management role. We are an Equal Opportunity Employer. Confidential replies to Box 1110, Editor & Publisher.

DISPLAY ADVERTISING

AMBITIOUS self-starter, strong on layout and ideas for Retail Ad Manager position on booming 15M daily. Contact Ivy Cutrer, Ad Director, The Iberian, New Iberia, La. 70560.

HELP WANTED

DISPLAY ADVERTISING

ADVERTISING MANAGER, with excellent record as salesman and department manager, willing to sell as well as motivate others in sales. Should know promotion, able to handle sales on telephone as well as in person and willing to do some travelling. Opportunity in one of America's most interesting cities. Salary plus commission. Box 1069, Editor & Publisher.

AD SALESMAN with at least 3 years sales experience. Sincere shirt-sleeve producer with knowledge of promotion and ability to move up to advertising manager of leading business publication. Sales plus commission. A real opportunity for a go-getter. Box 1072, Editor & Publisher.

ADVERTISING SALESMAN to manage twin weeklies. Strong on layout, service and community involvement. Write Jerry Brock, P. O. Box 1116, Castle Rock, Colo. 80104.

ADVERTISING MANAGER—Innovative, hardworking person with sales experience to direct small ad staff. Weekly Catholic paper in Deep South (40,000 circulation). Salary and commission. Box 1052, Editor & Publisher.

IF YOU ARE SEEKING TO BREAK INTO THE WORLD OF ADVERTISING

The Company of the Cross, an Episcopal religious order which publishes a general news magazine in western Canada, is recruiting new members, men and women, to train as advertising salesmen, artists and researchers. Company members receive as income $1 a day plus all living essentials. For a person of decisive religious conviction who wants to put his or her talents to the service of God, this is an unusual opportunity to learn, on a new medium in the local display advertising field. Write the Minister, Company of the Cross, 11224 142 Street, Edmonton, Canada, T5M-1T9, (403) 452-8442.

SALESMAN-AD MANAGER for 3600 circulation semi-weekly in lively market with room for growth. Resume to Dave Bonner, The Powell Tribune, Box 70, Powell, Wyo. 82435.

ADVERTISING DIRECTOR INTERESTED IN TOP MANAGEMENT FUTURE

with working knowledge of all departments to join growing, established group. We seek an aggressive, dedicated and proven administrator with desire and ability to advance into top management position. One of California's most attractive areas. Generous salary, incentive and all fringes. Send complete resume including references, present earnings and date of availability to P.O. Box 1491, San Mateo, Calif. 94401.

AGGRESSIVE, EAGER, experienced for art, entertainment weekly in Zone 2; reward, part ownership. Write fully. Box 1112, Editor & Publisher.

MOVE WEST—Small daily in Southwest needs ad salesman who is self-starter. Will take young go-getter or older "pro." Here's chance to get in on ground floor of growing operation. Salary plus commission. Room for advancement. Box 1101, Editor & Publisher.

AGGRESSIVE Display Advertising Manager for 11,500, 6-day daily. Must be strong on promotion and layout. Excellent opportunity for right person. Contact Tom Shaw, Dixon Evening Telegraph, Dixon, Ill. 61021. (815) 284-2222.

STRONG WEEKLY, Atlanta area, needs good advertising man or woman. Opportunity for management position if widely experienced and have ability to sell as well as direct others. Box 1093, Editor & Publi sher.

EDITORIAL

BUREAU CHIEF of Washington News Service. Editing and administrative experience required. Low pay but good job. Send resume, etc., to Box 1081, Editor & Publisher.

HELP WANTED

EDITORIAL

REPORTER—Upstate New York daily of 5200 circulation needs general reporter. Wide range assignments. Small news team relationship. Photo knowledge helpful but can teach. Send resume and work samples if available. Can you state salary desired? Editor, Journal-Register, 413 Main St., Medina, N.Y. 14103.

CITY EDITOR

35,000 AM daily is seeking a city editor with previous supervisory, reporting and editing experience. The ideal candidate will have at least 2 years experience supervising reporters and the desire for future advancement.

We offer a challenging position, advancement opportunity and a starting salary of up to $15,000. Resume in confidence to Box 1121, Editor & Publisher.

MAJOR DAILY in Southwest, expanding staff, seeks top professionals for two key reporting spots. One will cover energy/transportation; the other, medicine/science. If you have solid experience in these specialties, we'd like to hear from you. Box 1053, Editor & Publisher.

GENERAL ASSIGNMENT REPORTER

Duties will consist of reporting and writing news and feature stories assigned by the city editor, assisting beat reporters and undertaking occasional investigative reporting assignments. Applicants must have following qualifications: Bachelors Degree with broad liberal arts background; minimum of 2 years full time daily newspaper experience in reporting; experience in copy editing or desk work; ability to function effectively and productively with minimum supervision and to display initiative and creativity in locating and suggesting potential news stories. To apply, send letter detailing educational background and work experience and samples of work to: Personnel Depot., Wisconsin State Journal, 115 S. Carroll St., Madison, Wisc. 53703. An Affirmative Action Employer.

SPORTS/FEATURE writer with editor potential for growing award-winning community-oriented twin weeklies. Write Jerry Brock, P. O. Box 1116, Castle Rock, Colo. 80104.

ARTICLES EDITOR $31,000

We're looking for top flight articles editors who can generate ideas for America's largest (4,000,000+ circulation) newspaper—THE NATIONAL ENQUIRER. We want creative pros who can think in a dozen directions at once—who can originate big stories, then bring them home by directing a staff of crack reporters and a world-wide stringer network. This is no dead end job. You will work hard, but if you deliver bright, punchy features, packed with emotion and color, raises come quickly.

Our medical and profit sharing plans are tops. Offices are near Palm Beach on Florida's Gold Coast. We pay relocation. Send resume to:

THE NATIONAL ENQUIRER
P.O. Box 3194-C,
Lantana, Fla. 33462

BUSINESS EDITOR/REPORTER for Zone 2 city weekly. Lively business writer should send resume, clips and compensation requirement to Box 642, Editor & Publisher.

FAMILY SECTION EDITOR for Florida Gulf Coast 6-day PM. Immediate. Full details and requirements to Box 1088, Editor & Publisher.

WANTED—Working managing editor/reporter for 20,000 bi-weekly paper, Zone 6. Resume in strict confidence to Box 1125, Editor & Publisher.

HELP WANTED

EDITORIAL

EDITOR INVESTIGATIVE REPORTER to write challenging articles for small magazine based in Eastern college town. Combination long (3,000-4,000 word) articles and overall ed'ting; help with research and other articles of parent organization. Major subject matter; higher education at Ivy League school. Ideal opportunity for freelancer, aspiring writer launching career. Prefer graduate of Ivy League school or private Eastern school. Individual should be self-starter, not afraid of controversy. Long hours but flexible. Possibility of 9 month or 12 month basis. Reply Box 1075, Editor & Publisher.

EDITORIAL WRITER

We need an editorial writer to become part of a two and a half person editorial page staff. The Columbian is a 35,000 daily and Sunday newspaper with an independent, progressive editorial policy.

Vancouver, Washington has 45,000 people and an identity of its own, yet it's only 10 minutes across the Columbia River from Portland, Oregon and 90 minutes from mountain skiing or the Pacific Ocean.

We want someone with full time editorial writing and editing experience and preferably a solid background in reporting. This person must be able to deal with the public and be open-minded and receptive to viewpoints other than his or her own. In addition to writing editorials, this person will share with another writer the duties of editing letters to the editor and laying out and editing six editorial pages and three op ed pages each week.

We offer you pleasant working conditions, good salary and benefits on one of the most respected papers in the Pacific Northwest.

Write about yourself, enclosing a complete resume and writing samples to Kenneth Rystrom, The Columbian, P.O. Box 180, Vancouver, Wash. 98660.

EDITORS, feature writers, for leading publishing house in sunny, income-tax-free Bahamas. Must be versatile, creative, capable features any subject. Great opportunity for advancement in expanding company. Air mail resume, samples. Etienne Dupuch, Jr. Publications, Box N.7513, Nassau, Bahamas.

REPORTER-PHOTOGRAPHER, FLORIDA WEEKLY, $100. BOX 1106, EDITOR & PUBLISHER.

SPORTS EDITOR—Co-ordinate high school coverage for 2 award-winning dailies. Must be strong on features. Write 2 columns weekly. Some experience desired, but will consider talented J-Grad. Send clips, references to John Peirce, Managing Editor, News-Sun, Kendallville, Ind. 46755.

FREELANCE

FREELANCER'S NEWSLETTER publishes twice-monthly listings of freelance assignments, markets, news. 3 issues $2. P.O. Box 128, Rhinebeck, N.Y. 12572. (914) 876-2713.

MARKET RESEARCH

MARKET RESEARCH MANAGER
Mid-Atlantic metro (morning, evening, Sunday) is seeking a creative, pragmatic, self-starter to assume market research responsibility in newly formed marketing and creative services department. Defining marketing problems, creating new market data, you will coordinate/prepare reports and sales presentations on both original research and secondary source studies.

To qualify, you need a college degree with a strong marketing background, the ability to sell and understand sales, and to be creative with figures.

We offer an excellent salary, coupled with a full fringe benefit package. For a confidential interview, send resume with salary history to Box 1011, Editor & Publisher.

HELP WANTED

PHOTOJOURNALISM

AGGRESSIVE, IMAGINATIVE news photographer who wants the freedom and independence to take the kinds of pictures he (she) can be proud of. We are a 14,000 circulation offset daily in southwestern Louisiana Cajon country. Hard work—but good pay and the freedom to be as good as you can be. Editor is thoroughly photo-oriented and can handle good pictures without butchering them. Write The Daily Iberian, Box 1270, New Iberia, La. 70560 or call (318) 364-1801.

PRESSROOM

PRESSMAN, Goss Community, must be competent on fine work. Camera experience or willingness to learn camera essential. Lindsay Gazette, P.O. Box 308, Lindsay, Calif. 993247.

PRESSROOM FOREMAN—4 unit Goss Community. Great hunting and fishing country, northern New England. Resume, salary requirements to Box 1122, Editor & Publisher.

PRODUCTION

OFFSET COMPOSITION—Growing company needs employee with ambition and experience in newspaper composition. Excellent advancement opportunity. Low beginning salary, many benefits. Call Mr. Skillington, County Courier, Box 300, Damascus, Md. 20750. (301) 253-5115.

PROMOTION

NEWLY CREATED opportunity for a skillful creative writer who can develop brochures, ads, campaigns—everything that spells successful promotions for the fastest growing suburban newspapers around Chicago. Promotion or advertising copy background preferred, but the key is writing ability. Resume to Box 1055, Editor & Publisher.

E&P CLASSIFIEDS
PRODUCE JOBS
FOR NEWSPAPER PEOPLE

PUBLIC RELATIONS

HELP WANTED

PUBLIC INFORMATION

DIRECTOR OF INFORMATION SERVICES—Bemidji State College is seeking a Director of Information Services to manage, direct and supervise all outreach print media and to help implement electronic outreach media programs. Responsibilities include external and internal news releases, publications, catalogs, brochures, outreach advertising and supervision of Information Services Staff. A degree in Journalism or Mass Communications required. Experience in journalistic writing and publications needed. Salary dependent upon qualifications. Send letters of application and resume to: Dr. Raymond Carlson, Vice President of External Affairs, Bemidji State College, Bemidji, Minn. 56601, by August 8, 1975. An Equal Opportunity/Affirmative Action Employer.

LARGE MIDWESTERN INSURANCE company is looking for an enthusiastic, proficient news and feature writer with 3 to 5 years experience. Serve as copy editor of the company's agent publication and as contributing editor for 2 consumer-type tabloid newspapers. Additional writing responsibilities include annual reports and mass distributed letters to policy holders. Degree in Journalism or English preferred; must be skilled photographer. General knowledge in financial and insurance fields helpful. Salary open. Send resume and samples to Box 1111, Editor & Publisher.

RESEARCH

RESEARCHER—$20,000
We are looking for an experienced researcher who can work with a limited library. This is a demanding job in America's largest circulation paper (4,000,000+)—THE NATIONAL ENQUIRER. We pay relocation. Send resume to: THE NATIONAL ENQUIRER, P.O. Box 3194-M, Lantana, Fla. 33462.

SYNDICATE SALES

DYNAMIC, AGGRESSIVE Syndicate salesman wanted. Top salary, high commissions, expenses. Must be experienced in syndicate sales. Box 939, Editor & Publisher.

PUBLIC RELATIONS

Assistant Director of Public Relations

We are a public utility with offices in NYC, engaged in a major expansion program looking for an individual experienced in all phases of public relations.

Successful candidate must be able to direct a professional staff. This is a good opportunity for one who is presently at the Director or Assistant Director level.

EXCELLENT SALARY AND COMPREHENSIVE BENEFITS.

Write in confidence to:

Box 1127, Editor & Publisher

An Equal Opportunity Employer M/F

Positions Wanted . . .

ADMINISTRATIVE

PROVEN, VERSATILE newspaper executive, now employed, seeks publisher and chief executive slot on large daily of 150,000 circulation or more with $20 million minimum gross. Our first meeting will satisfy you that I am what you've needed to improve your product, over all operation and profit. Your confidence respected and expected. Reply to Box 1043, Editor & Publisher.

HUSBAND AND WIFE TEAM, mid-40s, seek weekly to manage. Experienced all phases. Box 1119, Editor & Publisher.

COMMUNICATIONS PRO seeks management slot, large weekly or daily. Currently general manager. Zone 7-8-9. Box 1031, Editor & Publisher.

GENERAL MANAGER or Ad Director. Quality background with competitive experience in major and minor markets. Strong in administration, sales, marketing, P.R. and personal image. Experienced team man and profit producer with over 20 good working years ahead seeking executive post with good firm. Box 1033, Editor & Publisher.

GENERAL MANAGER of small daily seeks position with future and challenge. Experienced all phases newspaper operation. Willing to relocate any Area. Box 1123, Editor & Publisher.

CARTOONISTS

EDITORIAL CARTOONIST—Award-winning, syndicated caricaturist. Fresh, unique style. Want position with daily. Portfolio available upon request. Box 1099, Editor & Publisher.

CIRCULATION

ASSISTANT CIRCULATION DIRECTOR in early 40's, now working on 100M+ AM-PM operation, seeks directorship of similar or larger size paper. 16 years experience. Grass roots background. Box 974, Editor & Publisher.

DO YOU HAVE a small to medium size paper that needs a well run department plus more circulation, in Area 3,4 or 6? If so, I have the ability, know-how and I'm ready to get the job done now! Box 1117, Editor & Publisher.

DISPLAY ADVERTISING

AD MANAGER-SALESMAN, proven producer and manager who can motivate others in increasing sales. Good in selling, service, layout, copy, promotions. College graduate. Areas 3,4,5. Box 1051, Editor & Publisher.

12 YEARS EXPERIENCE—Ad Manager or Salesman seeks to return to daily newspaper. Strong on organization, promotion and sales. Top references furnished. Reply: "MATCH", P. O. Box 251, Hilliard, Ohio 43026.

ADVERTISING SALES/SALES DEVELOPMENT. Experienced sales and servicing retail, general, national, agencies, manufacturers and manufacturers reps. Seek opportunity with appropriate position with progressive metro or chain small dailies/weeklies wishing to increase ad revenues. Staff motivator, special promotions, sales training. In-depth experience and background all areas cooperative advertising including CAP programs, structuring and legalities. Ad Sales Game Plan Changing with additional products and more co-op ad funds available at local level. Do you have a qualified man on your staff to make the most of changing times? If not, contact me. Reply Box 1116, Editor & Publisher.

WORKING SALESMANAGER. Need a man that has never been outsold? I love a challenge! Mature family man. Box 1126, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

DISPLAY ADVERTISING

MONTANA NEWSPAPERS—Display Account executive on large Eastern capital city daily and Sunday newspapers seeks advertising management position. Resume; character, work references. Box 112, Editor & Publisher.

AD DIRECTOR—Very talented and experienced ad executive can increase your linage, train and motivate your staff. Presently Retail Manager with 60,000 daily. Seek greater challenge. Box 1103, Editor & Publisher.

EDITORIAL

AVIATION AND TRAVEL SPECIALIST with 9 years of experience covering domestic and international markets. Middle- and senior-management contacts. Can report and analyze industry activities from business and consumer viewpoints; transform complex tariff structures and regulations into relevant, informative reading, and write entertaining, imaginative destination and news features. Have been freelancing, want full-time spot again. Box 1114, Editor & Publisher.

MANAGING EDITOR, with community-oriented daily or weekly in Zones 3,5,8 or 9. 10 years experience in all editorial phases in both hot and cold type with county, city and suburban newspapers. Current PR management lends promotional, human relations skills. College degree, with excellent references. Married, 2 children, age 40. Box 1064, Editor & Publisher.

HEY SPORTS FANS! Your busy season is almost here. Planning on using last year's lineup again? Maybe what you need to make your team into a champion is a versatile pro, one with 5 years experience at all levels of coverage. To be the best, hire the best. Box 1034, Editor & Publisher.

SMALL DAILY: Solidly experienced editor-reporter, 49, seeks desk or reporting berth. Supervisory background, hard worker. Box 1044, Editor & Publisher.

REPORTER, 1 year weekly experience (general assignment, features, some editing). Masters in Urban Affairs, U.S. Government experience; seek position on daily or weekly, any Zone. Mark Weinberg, 1318 Forest St., Bellingham, Wash. 98225.

AN EXPERIENCED Statehouse reporter and AP award-winner is seeking more extensive and challenging work on a metropolitan daily. Applicant has exceptional academic record and solid background in in-depth analysis and features. Box 1067, Editor & Publisher.

DAILY REPORTING SPOT—Bright, versatile and ambitious reporter seeks job on daily, any Zone. Edited, up-graded New York City weekly. Magazine writer and freelance. Capable photographer. Box 931, Editor & Publisher.

NEED AN EDITOR? 1st Class reporter ready to move into management of metro or medium daily. Prefer Midwest, East. Box 1054, Editor & Publisher.

STOP THE PRESSES—Ambitious and aggressive assistant sports editor of Zone 3 PM seeks shot as sports writer for 50M-up circulation, metro or suburban daily in Zone 1 or 2. A-1 copy the end product of love for sports, people, writing. Extensive background writing, editing, layout. BSJ. Box 1062, Editor & Publisher.

AGGRESSIVE EXPERIENCED young minority reporter—22, speak fluent Spanish, desire position on metro daily. 1 year experience on medium daily doing sports, news and features including pro basketball, baseball and golf. Also have film review column and city government beat. Will consider all offers. Box 1013, Editor & Publisher.

EDITORIAL

GO-GETTER FEMALE journalist with resume to prove it seeks challenging post on medium to large metro daily, Zones 3, 4, 5. Expertise from general assignment to urban, environmental and investigative reporting. Box 1078, Editor & Publisher.

STRONG EDITOR-ADMINISTRATOR. Best references. Available August 1. Box 1018, Editor & Publisher.

WILL WORK long hours anywhere. Available immediately. 1 year daily experience—reporting, layout, photography, section editor. Box 988, Editor & Publisher.

EDITOR, 42, family man, seeks editorship or key spot on small-medium daily or metro desk. Immediate. 22 years experience. Call (816) 436-0578.

HARD CORE REPORTER, 22, who was hard hitting feature editor on college paper, seeks position on medium daily. Tired of 4 years working for weeklies. Can photograph, edit and develop stories. Background in finance. Knows how to dig for the facts and has street savvy. An excellent addition for that reorganized staff. Box 1038, Editor & Publisher.

DAMN GOOD journalist desires newspaper, magazine, television or radio position in Chicago. Pulitzer nominee. You get guts, desire and ability. Available immediately. Box 989, Editor & Publisher.

REVIEWER of the arts (film, drama, books, art exhibits) seeks full-time position with any publication. Yale PhD; experienced, published writer. Alan Paskow, 551 Hill Ave., Prescott, Ariz. 86301. (602) 778-1114.

NEWSPAPERMAN, 42, conversant all editorial functions, competent swing man, experienced reporter all beats, very good off-beat, human interest. Located Zone 9, Box 1080, Editor & Publisher.

SKILLED, VERSATILE reporter, photographer, editor, layout. Humor, flair in writing. Any Zone. Prefer small city, town, small-medium paper. Syracuse grad, 33, 10 years experience 1M to 150M. Priced reasonably. Les Hendrix, 39 Grand, Cobleskill, N.Y. 12043. (518) 234-7778.

REPORTER/DESKMAN, 22, for any daily or weekly in U.S. Former assistant editor of medical magazine, editor of largest college daily in country, time at UPI New York City desk, freelance for New York Times, photo skills, too. Will relocate for beginner's position. Box 973, Editor & Publisher.

GOOD, RELIABLE, versatile reporting by 34-year-old family man. Been around the block, now ready for long-term output and advancement in one place, but still childish enough to be adventurous. Experience includes AP award-winning city editorship of small South Dakota daily, and reporting for medium, Ohio daily. Beats have included government, police, fire; speak Spanish, good with camera; best on people-features, humor, columns, editorials. Zones 1,2,3,5. Mark Winheld 912 First St., Sandusky, Ohio 44870. (419) 625-2990.

NEWS EDITOR on medium daily looking for new opportunity. Family man, 33, varied experience. Box 1091, Editor & Publisher.

BERKELEY J-GRAD, intern for top Washington, D.C. newspaper bureau and contributor to several magazines, seeks editorial job in Zone 9. Box 1092, Editor & Publisher.

ENERGETIC, hard-working reporter, 24, seeks position with daily or magazine. Zones 1,2,5,9. J-Degree. 3½ years experience reporting, writing, layout, photography. Box 1096, Editor & Publisher.

KEEN COPY EDITOR, fine writer, wants desk job, Zone 2 or Ohio. Solid experience, insight, loyalty, love of newspaper. Box 1102, Editor & Publisher.

EDITORIAL

REPORTER-PHOTOGRAPHER, BSJ, 3 years experience on small daily desires job in Zones 7,8,9. Want chance to do more features, more photos. Box 1094, Editor & Publisher.

HAVE PEN, WILL TRAVEL: Young single Canadian reporter with proven ability seeking position with daily newspaper in any Zone or country. Experienced in all facets of reporting with photography, feature and sports writer credits. Hold BA in History. References and resume on request. Box 1097, Editor & Publisher.

NIFTY WRITE FIELDER
I need a CAREER—not a job. News, sports or features. Details—including your top offer—to Box 1124, Editor & Publisher.

REPORTER, married, seeks Zone 1 reporting job. 7 years experience. Heavy on local government coverage. Good clips, references. W. Raywood, 131 Joan Terrace, Trenton, N.J. 08629. (609) 587-6572.

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REPORTER, 28, seeks writing job on daily or weekly. MAJ, 3 years experience as Washington correspondent. Will move to work under good editor. Superb writer, diligent. Box 1113, Editor & Publisher.

SPORTSWRITER, 25, with 3 years experience seeks new position. Strong feature writer, hard worker with excellent references. Box 1017, Editor & Publisher.

REPORTER-EDITOR, 26, with Journalism Degree and 2 years experience seeks spot on daily in or near metro area. Highly skilled in all phases editorial but writing best. Contact Joe Bizzarro, 1956 S.W. 18 Ave., Miami, Fla. 33145. (305) 854-7434.

EXPERIENCED magazine writer/editor, 30, seeks job with magazine or weekly paper. MJ Degree. Staff, freelance background. Lincoln Bates, 121½ Essex, Salem, Mass. 01970.

EDITORIAL

OFFENSE IS THE NAME OF OUR GAME (BFC)—Aggressive Sports Editor seeks new challenge on 20,000 metro newspaper which demands only the best. Organization, creative layout, strong features and penetrating columns is what we offer. 9 years experience, prep to pro. Are you ranked Number One? Box 1128, Editor & Publisher.

EDITOR-WRITER. Mature, dependable California newsman seeks spot on Zone 8 or 9 publication. 25 years experience, including 10 on editorial pages of medium and metro dailies. Box 1108, Editor & Publisher.

JERUSALEM-BASED reporter on local daily ready to string for U.S. daily—spot news or features. Copy by telex, cable, phone or Airmail. Aaron Sittner, 1 Mishmar Hagvul St., Jerusalem, Israel. Ph: 02-286049.

PHOTOJOURNALISM

RECENT GRADUATE, BA San Jose, will relocate any Zone, for full time position as photographer. Portfolio, resume, clips on request. Marc Lipton, 554 S. 9th St., San Jose, Calif. 95112.

GOOD PICTURES are my specialty! Photojournalist, 28, with solid newspaper experience, published in national magazines, seeks challenging position with picture oriented daily any Zone. Available September 15, 1975. Resume/portfolio. Box 986, Editor & Publisher.

PRODUCTION

YOUNG FAMILY MAN looking for Production Manager position. Know hot and cold type, and other departments. Experience: Supervisory, problem solver, technical aptitude, motivator, cost conscious and company minded. Box 1015, Editor & Publisher.

COMPOSING ROOM superintendent-General Foreman. Knowledge all phases hot or cold type. Know union law. Convertion hot to cold type. Cost conscious. Prefer Area 7 or 9. Resume upon request. Box 1022, Editor & Publisher.

PRODUCTION MANAGER/ENGINEER. Experienced in directing union personnel, OCR, VDT, computer technology, phototypesetters, offset printing and conversion to offset. Have organizational skills, management experience and ability to work with people. Box 1098, Editor & Publisher.

SYSTEM ENGINEER, BSEE, PDP-11 experience, peripherals and phototypesetters. Maintenance, repair and applications. 13 years newspaper experience. Box 1104, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification

Shop Talk at Thirty

By Robert U. Brown

$48.8 million boondoggle

A few weeks ago President Ford told the National Federation of Independent Business: "I want small business released from the shackles of federal red tape." There are 5,146 different forms sent out from Washington to businesses, he said. (E&P, July 5, page 6.)

More recently, Secretary of the Treasury William E. Simon wrote in the *Saturday Review* (7/12): "For more than 40 years, we have turned increasingly to the government to solve our economic and social problems, because it presumably represents the single most effective and accountable source of power within our society. Yet, as the government has enlarged its dominion over our affairs, it has become apparent that concentrating power in Washington can be inefficient, wasteful, and ultimately destructive to our freedoms. Indeed, I believe that the forces of big government—however well-intentioned—bear a significant responsibility for creating the mess we have in the economy today, and until we wake up to that fact, we may well sink deeper and deeper into the morass."

No sooner were those words put on paper than the House voted to appropriate $20 million more than was requested by the Administration to operate the U.S. Employment Service's computerized job placement program in Fiscal Year 1976. The action brings the total appropriation for this program to $48.8 million—compared with $29.5 million appropriated for Fiscal Year 1975. The Administration had requested only $28.8 million for the current fiscal year, but the House Appropriations Committee tacked on the extra $20 million and the full House approved it when it passed the Labor-Health, Education and Welfare Appropriations bill June 25. The total appropriation for the Employment Service in the bill is $572.2 million.

This is typical of the thinking that government can do things better than the private sector and therefore the more money government appropriates for a job the better it will be done. We should know by now that the axiom is "the more money the bigger the boondoggle."

The Employment Service's job placement program is comprised of the computerized job bank and job-matching systems. (E&P April 12, page 68.) The program competes with newspaper classified help wanted ads and is being heavily promoted by the Labor Department through advertising programs in several states. The Labor Department spent several hundred thousand dollars with Olympus Research Corp. for a study which was highly critical of newspaper classified help wanted ads and supportive of the Employment Service.

Just to show how objective the study was the director of the Office of Manpower Research and Development, reacting to criticism from newspaper organizations, ordered the research group to revise its monograph entitled "Classified Help Wanted Ads: How Much Help?" which was critical of newspaper help wanted ads. The revision is expected to be available in August.

Newspaper classified advertising executives believe the aim of the computerized job bank is to eliminate independent employment agencies and help wanted linage in newspapers. If it all takes place, government job offices will take the place of employment agencies and the free choice system of job selection will disappear.

This is exactly what Secretary Simon was talking about: "Governmental intervention in the market place."

"The most critical economic decision we face today is whether we want to let Washington run the economy or whether we want to leave basic decisions in the hands of private citizens," Simon wrote.

Unfortunately, many members of Congress don't share Simon's view that big government can be "ultimately destructive to our freedoms" and won't change their minds unless they hear from their constituents.

As required reading for newspaper executives we recommend the "letter to the editor" (E&P, July 12, page 5) by H. Robert Schadewald, classified ad manager for the *Philadelphia Bulletin*, which he concluded: "Competition is the backbone of our way of life but I don't feel it should include government as an active competitor."

•

FEC opens meetings after reporter row

Future meetings of the Federal Election Commission to discuss staff recommendations will be in open session, Chairman Thomas B. Curtis said July 10.

Only two days before, when the Commission was under pressure to issue quickly the opinions on the upcoming Democratic telethon and contributions of services to national political conventions, it had acted to bar the public from such meetings.

As a result, the FEC received a number of protests from such organizations as Sigma Delta Chi, national journalistic fraternity, and the Reporters Committee for Freedom of the Press.

The Reporters Committee said the law under which the FEC was established "embodies a spirit of openness and accountability. We cannot believe that the commission, at this early juncture, would so easily abandon that spirit."

•

Mt. Carmel daily sold

Purchase of the *Mt. Carmel* (Ill.) *Daily Republican Register* has been announced by the buyer, W. J. McGiffin Newspaper Co., South Gate, California.

William Brehm, president of McGiffin, and A. Philip Tofani will continue as a minority stockholder, as editor and publisher of the five-day evening newspaper, and as new president of the Mt. Carmel Register Co.

Sellers of majority control of the stock were Halsey F. Hubbard, former president of the company, and members of his family. Also purchased in a separate transaction is the real property housing the newspaper. The Republican Register plant was destroyed by fire in 1973, and rebuilt with new modern composing and press equipment.

Acting as consultant for the sale was Mel Hodell, Newspaper Broker of Montclair, California.

•

Love buys out Stilwell weekly

Sam O. Love, co-publisher of the *Stilwell* (Okla.) *Democrat-Journal* for nine years, is purchasing the remaining 50 percent interest in the weekly newspaper held by Mr. and Mrs. Wade Zumwalt, effective July 1.

The Zumwalts, who purchased the newspaper in 1957, announced they are retiring.

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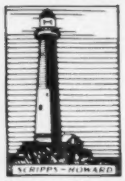

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*Cleveland Market Profile 1975 - Sales Management Survey of Buying Power 1974 - U.S. Census 1970